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Monterey County California

CARMEL MISSION, A FAMOUS FRANCISCAN OUTPOST

ON MONTEREY PENINSULA THE CLIMATE VARIES BUT SEVEN DEGREES YEAR IN AND YEAR OUT. IT IS TO THIS SUPERB CLIMATIC CONDITION THAT MONTEREY COUNTY OWES HER CLAIM TO ATTENTION

Monterey County
California

By
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SOUVENIR EDITION

CALIFORNIA LANDS FOR WEALTH
CALIFORNIA FRUIT FOR HEALTH

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CHOICE DAIRY HERD IN THE PAJARO SECTION, WHICH ESPECIALLY IS ADAPTED FOR DAIRYING, THE CLIMATE BEING ABSOLUTELY IDEAL IN EVERY RESPECT. THE SALINAS VALLEY IS RAPIDLY BECOMING RECOGNIZED AS ONE OF THE LEADING DAIRY REGIONS OF THE WEST. THERE ARE FORTY-FIVE CREAMERIES IN MONTEREY COUNTY.

ENDLESS ROWS OF STRAWBERRIES, THE LUSCIOUS SMALL FRUITS FOR WHICH THE PAJARO DISTRICT IS FAMOUS THROUGHOUT THE MIDDLE WEST. SOIL AND CLIMATE MAKE THE BERRIES PAY HANDSOMELY

Monterey County

Monterey County, California, is thoroughly up to date and progressive. It has long maintained the free county high school system and the free county library system.

It has one of the best harbors on the Pacific Coast, which soon will become one of the leading ports upon the commencement of shipping through the Panama Canal.

In topography a veritable miniature of California, Monterey County possesses the beauties of landscape and the balminess of climate enjoyed by the most favored spots in the world.

It presents most alluring attractions to the tourist, to the homeseeker, the capitalist and the manufacturer.

It is an unusual county in a State far-famed for its glories and its grandeur. It has mountains, valleys and seashore, each rivaling the other for health, for happiness and for homes.

Monterey County is situated about 100 miles south of San Francisco and 300 miles north of Los Angeles, on the Pacific Ocean. It is 124 miles long and 45 miles wide The county is divided into three sections—the mountains and hills on the east, the mountains and hills on the west, and the Salinas Valley situated between these ranges of mountains.

The great Salinas Valley opens out on Monterey Bay and extends southward 100 miles, with an average width of ten miles, its area being about 1,000 square miles, or 640,000 acres. The Salinas River flows through its entire length, and the land may be divided into three classes: First, the heavy, rich bottom lands, which produce almost everything, the soil being sediment and black adobe which often contains just enough sand to make

ALFALFA GROWS LUXURIANTLY IN MONTEREY COUNTY AND FROM FIVE TO SEVEN CUTTINGS ARE OBTAINED A SEASON. MONTEREY COUNTY BARLEY FINDS ITS WAY TO WORLD MARKETS.

it work easily; second, the mesa or tablelands, especially adapted to growing wheat, barley, and other cereals; third, the uplands and slightly rolling hills, some of which are the finest fruit lands in California and will produce peaches, apricots, almonds, walnuts, figs, apples, plums, pears, berries, and all other fruits common to California. Nearly all semitropical fruits do well in some part of this county, especially in the thermal belt along each side of the Salinas Valley.

In the southern portions barley excels, and prunes, apricots, cherries and almonds grow to perfection in the foothills, canyons and small valleys, and figs do well in sheltered places.

Currants, gooseberries, blackberries, loganberries and raspberries grow luxuriantly. Strawberries are in market all year round. Grapes grow to perfection anywhere in the county, except in the heavy bottom lands of the lower Salinas Valley.

The Salinas Valley excels the world in potato raising, this being the home of the Salinas Burbank.

Dairying is one of the leading industries, some of the finest dairies in the State being in this county, and the output of butter and cheese cannot be excelled.

And from the resort standpoint Monterey County is in a class by itself. The famous old city of Monterey, modern and strictly up-to-date in all things save its history, rich in romance, is the principal city of the peninsula. Here it was that Father Junipero Serra landed in 1770 and established California's first northern mission, and one hears the names Sloat, Larkin, Sherman and other history-makers of that early romantic period marking the passing of control of this empire from one country to another spoken in connection with these stirring events. Here were the first capital, the first custom house, the first theater—in fact, here was the beginning of things in California in the dimming past.

Adjoining Monterey, almost near enough to be a portion of it, is Pacific Grove, a city of contentment, boasting the finest school system, the best local government, ideal climate, matchless scenery, and all attractions that go to make a home city and a resort city.

Then there is Hotel Del Monte, known wherever travelers congregate, with its verdant acres, dotted with hundreds of varieties of plant life, its great golf course, its polo grounds, its walks and drives and all accommodations that make for the comfort and pleasure of visitors.

Carmel-by-the-Sea, a city of dreamy peace, Villa Del Monte, Seaside—yes, a score of ideally situated resorts—are situated within a radius of a few miles, each enjoying the sun and the shadows, and the scintillating sea in the distance.

In this booklet it is the purpose to give interesting data concerning the various sections of Monterey County, so the agricultural and horticultural attractions of the county with their rare and unusual opportunities will be treated separately from the resorts, which must be considered from an entirely different standpoint.

THE FARMS OF MONTEREY COUNTY

The principal farming is done in the Salinas Valley, grains and cereals being grown on an extensive scale. Monterey County still remains one of the principal grain producers of the State, barley being first in quantity, wheat second and oats third. Nearly all of the barley grown here is sold to Eastern brewers, who demand the very highest grade of grain. King City is one of the leading shippers, 1,500 tons of wheat being sent out annually and 6,000 tons of barley.

In recent years more and more acreage is being devoted to alfalfa and naturally there is not so much planted to grain, although about 127,000 acres

A PICTURESQUE SIGHT IN MONTEREY COUNTY IS THE 30-HORSE COMBINED HARVESTER. THE LOWER CUT TELLS THE STORY OF THE CONQUERING ADVANCE OF GASOLINE AS MOTIVE POWER.

are planted to barley, yielding 2,320,416 bushels, valued at $1,002,419. Wheat has an acreage of 24,640, producing 266,666 bushels, valued at $239,999, and the acreage sown to oats is given at 3,000 acres, the product of which is valued at $50,300.

The yield of grains per acre varies as the methods followed differ. Dry-farming is still the vogue, and, naturally, when the rainfall is not normal the output is lessened.

In sections where irrigation has been followed the output of alfalfa has been everything that could be desired or expected. With the opening up of alfalfa fields dairying is being pursued with increased profit, and the great valley is rapidly developing into one of the principal dairying sections of California.

There are approximately 40,000 acres under irrigation in Salinas Valley, while the total irrigable area embraces fully 150,000 acres. So it will be seen that there is great opportunity for the settler to profit by the situation in Monterey County.

Like all of the older settlements, Monterey County is handicapped by large farms. In the early days grants of land were made to a favored few, and these vast holdings invariably were held intact for generations, until today the number of farms of large size greatly outnumbers those than may be operated by one family. This has resulted in many tracts being rented, and has had a tendency to hold back the more rapid development of the county, although the percentage of increase has been better than twenty-four per cent. in the last decade. Of late, however, the owners of large tracts are yielding to the inevitable, and many of them are cutting up their unwieldly tracts and selling them to settlers who show a disposition to add to the wealth of the county by adhering strictly to the rules of intensive farming.

There are fine opportunities in Monterey County for the homeseeker. Good lands are to be had at reasonable prices, but this does not mean that the prices are the lowest at which other lands may be offered elsewhere; however, the lands are worth every cent and more than asked for them.

THE FUTURE OF IRRIGATION

"While heretofore," writes Samuel Fortier, Chief of Irrigation Investigation of the United States Department of Agriculture, "irrigation has followed the line of the most evident return, in the future it will follow the available water supply."

In other words, farmers in communities blessed with a supply of water, whether derived from rivers, streams or from wells, in the future will avail themselves of this water for purposes of irrigation. It is found that fruit trees bear better when irrigated at certain times of the season. Irrigation is an absolute necessity to alfalfa. In fact, irrigation follows naturally the subdivision of large tracts of land, for the successful farmer employs every inch of ground in the development of his home.

Monterey County offers ideal conditions for the irrigationist, for the depth to surface water comparatively is shallow, averaging from ten to forty feet. In wide areas the maximum area is nearly twenty feet, but elsewhere occasionally the depth is greater.

The land is easily drained, and the soil is of such character that there is little waste of water, the cost of irrigating running between $1.50 and $2.50 an acre, the higher figure being occasioned by the greater lift required.

Throughout Monterey County electricity is becoming available for the operation of pumping plants, and this motor power is superseding the use of oil and other power. There are many examples of success achieved under irrigation after seasons of discouragement under old methods.

IRRIGATION IS DOING FOR THE FORT ROMIE DISTRICT WHAT IT HAS DONE FOR ALL PROGRESSING COMMUNITIES. WATER IS THE CROP INSURANCE THAT ALWAYS PAYS DOLLAR FOR DOLLAR.

Mat. Williams, near Gonzales, has a 100-horsepower electric pump working on a cluster of seven wells, drilled to a depth of 100 feet, with a lift of eighteen feet. This pumping outfit supplies all the water this farmer requires for 400 acres, and he is enabled to sell some to an irrigating company. Mr. Williams has some of the finest dairy cows in all the valley, and his profits have been handsome. Formerly he farmed on a larger scale, but his profits never approached his receipts of today.

O. H. Willoughby of King City irrigates 300 acres from a cluster of twelve wells, drilled to a depth of thirty-five feet, from which a sixty-four-horsepower engine throws 5,000 gallons a minute through two ten-inch pipes. The cost of operating this plant for a twelve- or fourteen-hour day is $10 to $15. This same farmer expended $500 on a single five-inch pump, with a twelve-horsepower gas engine, pumping from the San Lorenzo River. The pump throws 800 gallons a minute, and waters twenty-five acres of alfalfa.

As elsewhere in California, the season of 1913 was comparatively dry, but wherever there was a pumping plant in the Salinas Valley there was ample water, and there was no failure of irrigated crops.

There are many canal systems in operation. The Salinas Canal, drawing the water from the Salinas River, extends nine miles, and serves 3,500 acres south of King City. San Lorenzo Creek is the source of supply for a canal serving 800 acres. In addition there are three canals which tap the Arroyo Seco, watering 300, 2,000 and 4,000 acres. The largest of these is near Greenfield. The Gonzales canal system waters 2,700 acres.

The Greenfield system is declared to be the cheapest irrigation project in California. The canal system is owned by the farmers, and the total cost to water users is less than $1 an acre a year.

There are scores of dams in use throughout the county, the flow from smaller streams being impounded and carried by means of ditches to the fields to be irrigated.

ARTESIAN WATER IS FOUND AT COMPARATIVELY SHALLOW DEPTH, AND THIS WELL-BORING OUTFIT, AT WORK NEAR SAN ARDO, GIVES AN IDEA OF THE CERTAINTY OF SUCCESS IN THE SECTION.

There is a satisfaction guaranteed by the irrigation ditch which can best be compared to that satisfaction which comes from good fire insurance. The crop is safe, no matter what turn the weather takes. A "dry" season has no terrors for the Monterey farmer.

THREE PROPOSED DAMS

The Salinas River is the largest submerged stream in America. Homer Hamlin, making a report to the United States Geological Survey, declares that the water flow of this river "probably at all times is sufficient for the needs of winter and spring irrigation." This authority describes three big practical dam sites—the Arroyo Seco, capable of retaining 33,000 acre feet in ordinary years with a 125-foot dam, costing $260,000; the Currier Reservoir, also on the Arroyo Seco, with a capacity of 49,000 acre feet with a 135-foot dam, costing $381,000; the Matthews Reservoir, on the San Lorenzo, with a 110-foot dam, holding 12,000 acre feet, costing $201,000. These projects, aggregating in cost $840,000, would provide ample water for 47,000 acres.

It has been estimated that, at an expenditure of $4,500,000 to $5,000,000, the United States Government could irrigate the entire valley. Plans outlining this gigantic scheme have been laid before the Federal Government, and it is probable, in time, that results will be obtained.

POSSIBILITIES OF IRRIGATION

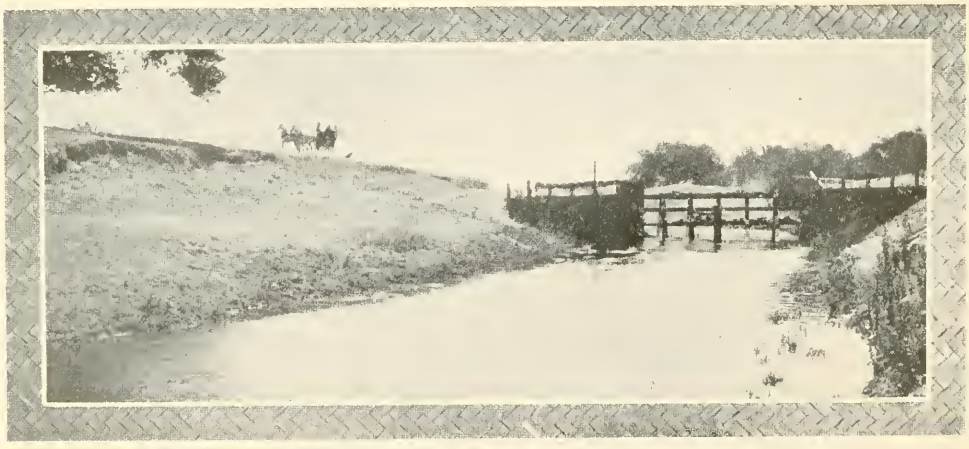
An authority on irrigation says:

"What is most needed in this State and what we should most highly prize is an influx of industrious settlers, each possessing sufficient means to enable him to make a fair start along the line of irrigated agriculture. The

AN IRRIGATION CANAL IN THE SALINAS VALLEY, WHICH HAS 150,000 ACRES OF IRRIGABLE LAND THAT CANNOT BE EXCELLED AS TO PRODUCTIVITY AND DEPTH IN ALL CALIFORNIA.

opportunities open to this class are exceptionally good. All of the natural advantages essential to the success of the irrigated farm are to be found in the great central valleys of California—fertile soil, good climate and an abundant water supply. Yet these natural gifts count for little when not utilized. We need the intelligent brain and the trained hand of thousands of farmers to make the best possible use of these advantages. In much of this work no large amount of capital is required. In this connection it may be a surprise to some to learn that there are about 1,870,000 acres of rich valley land now included in California irrigation projects but not irrigated. The water supply for a much larger area is readily accessible, and both land and water can be united under the most favorable circumstances whenever a sufficient number of citizens join to bring it about.

"This dominant industry of California is in no danger of languishing for a few years to come on account of the lack of irrigation canals and storage reservoirs. The State is now filling up at the rate of about 100,000 persons a year, and there is sufficient unirrigated land under canal systems to provide for this influx of settlers for the next ten years."



HEADGATE OF THE GONZALES IRRIGATION CANAL, NEAR GONZALES. THESE WATERS IRRIGATE THE ALFALFA FIELDS WHICH SUPPORT OVER 7,000 DAIRY COWS. THE CANALS COVER EIGHT MILES

HAULING GRAIN TO THE MARKETING CENTERS. GOOD SOLID ROADS MAKE THIS FEATURE OF GRAIN FARMING AN EASY PROBLEM. THERE ARE AMPLE MARKETING FACILITIES.

MONTEREY LAND IS CHEAP

Monterey County lands are cheap, considering the many natural advantages of the whole county. This county also has probably the widest range of prices.

It must be realized by prospective purchasers that an available water supply must be certain. This supply may be from the subterranean channels that drain off the higher elevations, or it may come from rivers and ditches; in any event the development of water must be considered along with the fertility of the soil before an investment is made.

The highest priced land is situated in the Pajaro Valley, where the most highly improved orchards are to be found.

The lower prices of land are to be found in the southern end of the Salinas Valley, especially on the west side. In the vicinity of Salinas, on the northeast side, good land brings $60 to $100 an acre, unimproved. The bottom land is held at a higher figure.

Mesa land near King City will bring from $10 up, with $75 being obtained in small tracts. Grazing land hereabouts may be purchased for $2.50 to $15 an acre. In the vicinity of San Ardo, hill grazing land sells at $5 and $10 an acre, while first-class bottom land is to be had at $50 and $100 an acre.

SACKING GRAIN ON A COMBINED HARVESTER NEAR PARKFIELD IN THE JOLON VALLEY. THIS VALLEY IS ONE OF THE GREAT GRAIN CENTERS OF THE COUNTY AND THE PRODUCTION PER ACRE IS HIGH.

AN ORCHARD IN THE PAJARO VALLEY, THE WORLD'S LARGEST INDIVIDUAL APPLE-PRODUCING SECTION. THE ORCHARDS HERE YIELD MORE THAN A MILLION DOLLARS A YEAR.

The settler will find numerous opportunities in the smaller valleys of the county. In Jolon Valley one may purchase good land without water at $10, while the highest prices are $40 and $50. In some of the valleys in the lower section of the county the minimum prices are even lower than those quoted.

It must be realized by the practical farmer or ambitious settler that the cheapest is not always the best, and that care must be exercised in the selection of lands. However, the residents of Monterey County gladly will assist intending settlers to obtain the places which they want, for none is more enthusiastic as to the future of the county than those already there and enjoying the bounties of the county's soil and climate.

CHARACTER OF THE SOIL

An official report on the soils of Salinas Valley contains this statement:

"The soils of the Salinas Valley fall naturally into three classes—upland soils, valley soils, and recent sedimentary soils, each of which classes is quite distinct in typical form.

"The principal soil in Salinas Valley is a heavy alluvial loam. There is also some gravelly loam, especially in the foothills. In the northwest of the valley adobe is found; this is a fine soil when worked properly. Rarely is hardpan found and alkali is virtually unknown."

The deep loam is declared to be the best soil in California for a large area. An example of its depth is found in a well-boring incident at King City, where willow leaves were brought up from a depth of sixty-four feet.

The Government's report on the soil of the valley covered 220,160 acres, and divides the soils in the regions inspected as follows: Placentia sandy loam, 33.6 per cent.; Fresno sand, 11.4 per cent.; Soledad gravelly sand, 3.5 per cent.; Arroyo Seco sandy loam, 4.3 per cent.; Salinas shale loam, 6.2 per cent.; Salinas gray adobe, 8.4 per cent.; San Joaquin black adobe, 5.3 per cent.; river wash, 4.9 per cent.; Santiago silt loam, 6.4 per cent.

THE JOLON VALLEY HAS IMMENSE FRUIT-GROWING POSSIBILITIES AS IS EVIDENT FROM THE GROWTH OF THIS YOUNG PEACH ORCHARD. THERE ARE MANY SUCH OPPORTUNITIES IN MONTEREY.

EXCELLENT ORCHARDS

Monterey County, possessing ideal conditions as to climate and soil, naturally boasts of her unexcelled orchards. Only a few years ago the now famous Pajaro Valley was given up largely to the growing of apples. Today this little section ships over 4,000 carloads of the finest kind of fruit, the product finding its way to all the markets of the world, and proving up in quality with all competitors.

But this is only a beginning, for there are thousands of acres available for setting out orchards. There is not of record a single failure in this industry, provided the slightest care and attention were given the trees. Only once has there been a frost that did any material damage and that was the first time in the history of the valley, some of the apple trees being nipped, but not damaged to any extent.

J. B. Hickman, Horticultural Commissioner of Monterey, in discussing the fruit-growing situation and the immense possibilities offered for future development, says:

"The warm, well-drained slopes of the hills in the northern end of Monterey County offer almost ideal locations for apricots, and both sides of the Salinas Valley offer hundreds of similar locations. Cool northern slopes everywhere and the heavy lands of Pajaro and Carmel valleys offer perfect conditions for apples and pears.

"Back from the coast, in the hills, everywhere are locations for growing choicest grapes and figs. Walnuts and almonds flourish in many locations and isolated experiments in orange and lemon growing show numerous thermal belts suited for their production. Pajaro strawberries are unexcelled. French prunes flourish in the Salinas and Carmel valleys, and the finest of cherries are grown in the deep alluvium of the filled-in canyon bottoms of the eastern slopes of the Santa Lucia Mountains."

WHEN IT'S BLOSSOM TIME IN PAJARO VALLEY IT'S BEAUTIFUL; BUT WHEN IT'S APPLE-PACKING TIME THERE IT'S PROFITABLE. FOUR THOUSAND CARLOADS A YEAR IS THE AVERAGE. OWNERS READILY LEASE THEIR ORCHARDS AT $100 AN ACRE A YEAR WITH NOTHING TO DO BUT COLLECT THE MONEY.

The fruit acreage is as follows:

	Bearing Trees	Non-Bearing Trees
Apples	283,000	21,700
Apricots	34,000	6,000
Cherries	2,250	250
Peaches	4,000	1,000
Pears	11,000	4,500
Plums and Prunes	8,000	1,000
Walnuts	450	....
Oranges	400	....
Figs	500	....

The commissioner gives new plantings as follows:

Apples, 26,000 trees; pears, 7,250 trees; apricots, 14,000 trees; peaches, 1,000 trees; prunes and plums, 350 trees; cherries, 400 trees; walnuts, 1,150 trees.

The quince has become an important fruit also, there being about 1,200 trees in the county. There are over 200 bearing nectarine trees, and about 500 bearing olive trees, covering several acres. Citrus fruits are represented by a hundred or more scattered lemon trees.

There are fully 3,000 almond trees; this nut promises to become an important product. Chestnuts and pecans are also grown.

Apples are leaders in the green fruit production, the output of other fruits being as follows:

Cherries, 25 tons; pears, 225 tons; peaches, 250 tons; plums, 50 tons.

The annual dried fruit production for a typical season is reported as follows:

	Pounds	Value
Almonds	20,000	$2,000
Apples	300,000	21,000
Apricots	220,000	17,000
Peaches	2,000	160
Prunes	8,000	400
Plums	2,000	100
Walnuts	2,000	220

Some fruit is canned, the totals reading:

	Cases	Value
Apples	600	$1,400
Apricots	350	1,150
Pears	300	600
Peaches	800	1,600

For the most part the shipments of fruit come from the northern section of the county, the product of the southern being consumed largely at home. However, there are packing-houses at Pleyto, Metz, Greenfield and elsewhere both for fruit and vegetables.

LEADING APPLE SECTION

The Pajaro Valley, part of which is located in Monterey County, is the largest producer of apples in the world. The portion of it within the boundary of Monterey has a gross income from apples alone of approximately $1,000,000 a year. The county contains many of the hundred packing-houses, sixteen evaporated and a score or more of cider, vinegar and canning establishments in the valley.

Of late years many of the growers have leased out their orchards for a term of years, the average price being nearly $100 an acre for full bearing trees. The owner only looks after the cultivation, the remainder of the work being done by the lessee. Other growers sell their crops early in the season "on the blossom."

Jeff. Mann, who owns a forty-five acre orchard near Watsonville Junction (formerly Pajaro), receives $4,500 cash on the second day of January every year from the persons leasing his place. He has nothing to do save look after the cultivation of his place.

W. J. McGowan, residing three miles southwest of Watsonville Junction, in the Pajaro Valley, has a ninety-three-acre bottom land orchard, of which

MONTEREY COUNTY PRODUCES ALL KINDS OF FRUITS AS MAY BE SEEN BY A HASTY PERUSAL OF THIS BOOK. THESE QUINCES ARE AN EXAMPLE OF MONTEREY'S DIVERSITY.

sixty acres are in Bellefleur apples. The trees, planted forty-eight to the acre, are thirteen to twenty years old. This orchard has produced as high as 15,000 loose boxes an acre, the equivalent of 11,250 packed boxes, some of the oldest trees producing twelve loose boxes a year.

Mr. McGowan averaged eighty-five cents per packed box for first grade apples, selling on commission. The expenses included twenty-five cents for packing and box material, and four to five cents per box for picking. The cost of cultivation was $2 an acre for plowing, ten to twelve cents a tree for pruning, and the cost of hauling.

In this region, so free from codling-moth and other destroying pests, there is virtually no necessity for expensive spraying.

The McGowan orchard has been leased for a long term at $5,000 a year.

Another typical orchard is that of J. H. Thompson, who has seventy-five acres near Watsonville Junction. Thirty-seven acres are in Bellefleurs ten to eighteen years old; there is an equal area of Newtowns of the same age. It has been found that the Bellefleur will yield heavier, but the Newtown is more certain to produce. In this orchard the trees are planted fifty-five to the acre, twenty-eight feet apart. In a normal season the seventy-five acres produced 32,000 loose boxes, this being the average yield. Generally this crop had been sold "on the blossom" in April or May, but now the orchard is under lease for a term of years. The lease gives him $7,000 for the first three years, and $7,500 for the last two years. The owner does not do any work. Under his personal operation the orchard yielded Mr. Thompson $6,800 in 1909, $7,200 in 1910, and in 1911, when the trees matured, $7,600. From this he deducted expenses, with the exception of the cost of picking. The expenses were between $1,800 and $2,000 a year, plowing costing $2.50 an acre, cultivation $3.50, pruning $600 for the orchard, and spraying $300, this allowing three summer sprayings at $100 each. Winter spraying is not necessary every year.

MONTEREY HAS AN APPLE ANNUAL AND COMPETITION ON THE PART OF COMPETITORS IS KEEN. MANY OF THE FIRST PRIZES HAVE BEEN WON BY HOME-GROWN APPLES.

One of the features of the Watsonville Apple Annual is the exhibit of apples grown in Monterey County, and the prizes awarded very often are for fruit grown in this county. In many instances apple growers of Monterey receive higher prices for their fruit.

The Pajaro Valley has a rival in Monterey County in the Carmel Valley, where the way was shown by the padres of earlier days and generations. In the Prunedale district also there has been good success with apples, and Del Monte Junction (formerly Castroville) is becoming a shipper.

The prune is coming to the front in this county, as is evidenced in the experience of G. P. Henry of King City, who has three and one-half acres of French prunes, thirteen years old. The 350 trees average five to six tons dried a year. The price is usually four or five cents a pound. Without irrigation this orchard returns $50 an acre, and if irrigated the returns are easily $100 an acre net.

It has been said that in Monterey County was the beginning of things in California, so by this time it must be known whether fruit will thrive there. There are pear trees at Carmel Mission, long neglected, that were planted a century and a quarter ago, and still bear good fruit.

One of the principal shippers of apricots is the town of Aromas, which sends out several hundred tons of green and dried fruit annually.

VINEYARDS DO WELL

In the earlier days vineyards were somewhat in vogue, but today it is not a usual sight to see well cared for vineyards, notwithstanding that the climatic and soil conditions are ideal for vines. Here and there are grown grapes which are shipped fresh, although it is not an idle statement to say that within a comparatively few years viticulture will be followed extensively.

Near Soledad Mission there is a remnant of what is declared to be the oldest vineyard in California.

THEY'RE PEACHES ALL RIGHT. THIS IS ANOTHER EXAMPLE OF WHAT MAY BE ACCOMPLISHED IN THE JOLON VALLEY WHICH IS MAKING A RECORD FOR ITS FRUITS.

EXCELS IN BERRIES

Monterey County excels in its berry output, vast fields being planted to them, besides, in many instances, being planted between orchards.

Berries from the Pajaro Valley are in constant demand throughout northern California, and even as far north as Portland, Oregon.

The strawberry is the principal product among the berries, 1,000,000 pounds being produced annually, the estimated value being $50,000. The blackberry output is 50,000 pounds, valued at $2,000, and the figures are the same for raspberries. Loganberries are shipped to the extent of 200,000 pounds, having a value of $8,000. The favorite varieties of strawberries are the Brandywine, the Malinda and the Banner.

The average yield is 125 chests an acre. The average annual net profit per acre is $200 to $250, but as high as $500 and $700 have been recorded.

This is one branch of farming that is done to a considerable extent in this valley on shares.

Unimproved strawberry land may be bought for $100 to $200 an acre, or may be rented for $20 to $30 an acre a year. The cost of preparing the land the first year is $20 to $25 an acre. From 15,000 to 20,000 plants are set out to the acre, the cost of planting being $3 a thousand.

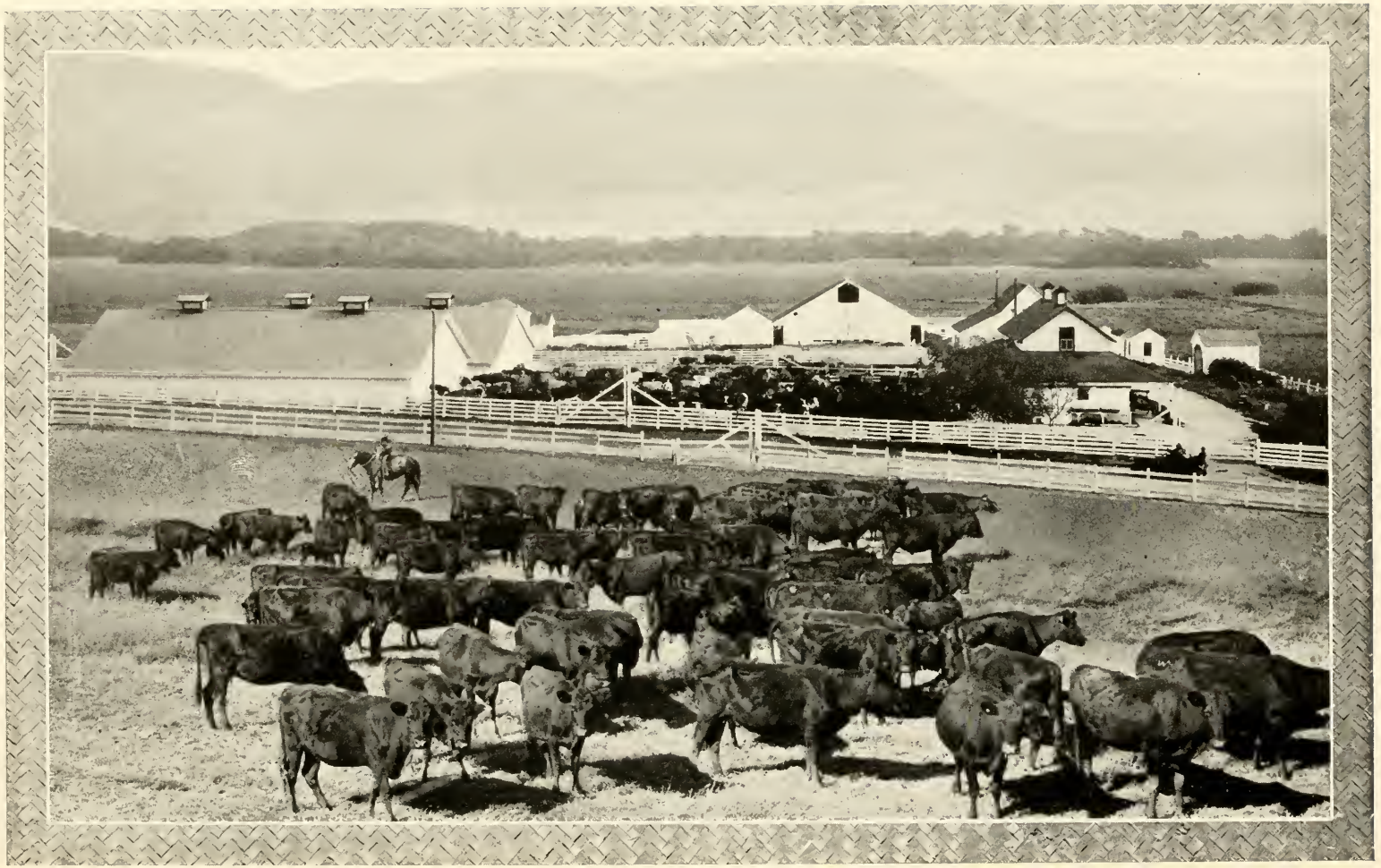
APPLES BEAR SO HEAVILY THAT IN MONTEREY COUNTY ARE SITUATED MANY OF THE HUNDRED PACKING HOUSES, CIDER, VINEGAR AND CANNING ESTABLISHMENTS FOUND IN THIS SECTION.

WHAT THE CAMERA'S EYE CAUGHT OF THE SAN RAMON VALLEY, NEAR PAJARO, WHERE APRICOTS HAVE YIELDED HANDSOME FORTUNES TO GROWERS DURING RECENT YEARS.

What may be accomplished with strawberries under irrigation is instanced by the experience of O. O. Eaton, who has seventy-five acres in berries. The annual cost for irrigation is $25 an acre, using two pumps, one a twenty-five-horsepower, six-inch plant, throwing 800 gallons a minute, and installed at a cost of $6,000. The equipment includes 2,400 feet of ten-inch pipe. The other pump is of fifteen-horsepower throwing 300 gallons. The cost of operating the first plant is forty cents the first hour and twenty-five cents for the second. The lift required is twenty-five feet.

Now for results: The average yield is 200 chests of seventy-five pounds each an acre, the highest yield being 400 to 450 chests. The price averages $3.50 or better a chest, the price often being $4 and sometimes as high as $8 or $10 a chest. The first year this grower recorded expenses of $200 an acre, which included plants and planting, grading and similar work. Years when planting is not necessary the cost is $25 an acre. Some of these rich acres have produced $500 net profit, while the income from others have been $400. Some truly phenomenal pickings have been noted, sixty chests having been taken in a single day from one acre. These brought $5 a chest, the price in the San Francisco market being $6 a chest. Six acres on this same farm kept thirty-two pickers constantly at work for two weeks.

A FARM RESIDENCE IN THE PAJARO VALLEY, "THE HOME OF THE APPLE." THIS IS ONE OF THE MANY HANDSOME ESTABLISHMENTS BUILT WITH THE PROFITS OF THE ORCHARD.



DAIRYING IN PICTURESQUE CARMEL VALLEY, HOME OF THE PADRES OF OLD, IS BOTH PLEASURABLE AND PROFITABLE. ONE MILLION POUNDS OF BUTTER ARE PRODUCED ANNUALLY IN MONTEREY COUNTY.

IN THE VICINITY OF GONZALES, WHERE THE PICTURE WAS TAKEN, DAIRYMEN MAINTAIN A HIGH STANDARD OF COWS AS IS EVIDENCED BY THE HIGH PERCENTAGE OF BUTTER FAT.

IDEAL DAIRYING CONDITIONS

Monterey County has ideal conditions for dairying, and the returns per cow average in the neighborhood of $8 a month, and in some instances the score has been considerably higher.

There are many natural advantages. In the first place there is always ample green feed, and it is possible here, as elsewhere in California, to handle a herd for sixty per cent. of the expense incurred in the East, where hard winters are the rule and feeding is expensive. It is not necessary to erect expensive buildings for the herds, as the cows are out of doors practically the whole year round. Since alfalfa has become one of the principal crops of all sections using irrigation, the results obtained have been marvelous.

The Salinas Valley is rapidly becoming recognized as one of the leading dairy regions of the West. New sections are being devoted to this industry each succeeding season. At the extreme southern end of the valley, in the vicinity of San Ardo, dairying has taken hold, and hundreds of cows are now being milked. In the smaller valleys, notably Carmel and the inland sections, dairying has come into vogue, and in the Pajaro Valley itself it has made considerable headway, and along the Coast, in the Sur country, there is much of it going on.

AT GONZALES THE ALPINE EVAPORATED CREAM COMPANY MAINTAINS ITS LARGEST PLANT, OPERATING ALL YEAR AROUND AND AFFORDING A READY MARKET FOR ALL MILK.

ONE REASON FOR THE FINE APPEARANCE OF THE DAIRY COWS IS THE FACT THAT THEY ARE FED ON THE WASTE PULP OF THE SUGAR BEET AFTER THE SUGAR HAS BEEN EXTRACTED. THE EQUIVALENT OF 100,000 TONS OF PULP IS FED ANNUALLY.

Monterey County already has forty-five creameries within its borders, and there is an evaporated milk plant.

The appended figures give an idea of the extent of this industry:

	Production	Value
Butter (pounds)	950,000	$285,000
Cheese (pounds)	3,750,000	581,250
Condensed Milk (cases)	202,500	607,500
		$1,473,750

Other interesting data are contained in the records of the State Board of Agriculture's report, which shows that from 1900 to 1911 Monterey County produced 7,359,431 pounds of butter, the average being 613,286 pounds a year. The total cheese production for the same period is placed at 10,697,368 pounds, the yearly average being 891,447 pounds. The highest annual output was 1,505,465 pounds. The average output of cheese for the entire State is about 5,729,000 pounds, so Monterey County safely may be credited with producing fifteen per cent. of the cheese output of California. There are today about 20,000 head of graded dairy cows in the county, the total value being approximated at $475,000.

In the vicinity of Gonzales the greatest development of this industry has been accomplished. Here the Alpine Evaporated Cream Company operates a plant with an annual output of 175,000 cases, taking the output from 7,000 cows, all of which are milked within a radius of five miles of Gonzales. The average test for this entire number is 4.0.

There are many notable examples of success on the part of dairymen. John Foletta of Gonzales had a herd of 110 cows in 1911, which brought him a net income of $9,000.

Tavernetti Brothers, also of Gonzales, averaged 2,400 pounds of milk daily from one hundred cows, receiving $1.25 and $1.35 a hundredweight for the milk from the Alpine Creamery.

That it is possible to maintain a high average throughout Monterey County is evidenced by the results in a butter-scoring contest conducted by the California State University Farm, in which twenty-eight creameries, operated in all sections of California, competed. The University Farm, operated under ideal conditions, scored a total of ninety-three and one-half. The Salinas Creamery, one of the Monterey contestants, equalled this score, while the Del Monte Junction (Castroville) Creamery was only half a point behind these record makers.

One of the principal cheese producers of the county is Charles Bonifacio, who operates 200 acres of land near Soledad, for which he pays $10 an acre rental a year. He has on the average sixty-five milking head, thoroughbred Holsteins. His land is in alfalfa, irrigated from the Salinas River by a pump which throws 20,000 gallons a minute and irrigating thirty acres a day at a cost of sixty to seventy cents an hour. Many of the cows of this herd give ten gallons a day, the equivalent of nine pounds of cheese, worth approximately $1.50. The average for the herd is six gallons a day, the total average output of cheese being 200 pounds a day, although at times the output has been 300 pounds for a single day. The lowest price this dairyman has received in recent years was twelve cents a pound, the highest eighteen cents, and the average being fourteen cents a pound.

This herd is fed on alfalfa and a little grain hay, in addition to which three large crops of alfalfa are harvested, the cuttings averaging six and seven tons to the acre in all, which is worth $6 a ton loose or $8 baled. These figures are for average years. At other times the prices are higher.

The California market for dairy products is one of the best in the United States. High prices prevail and the market is seldom if ever overstocked.

THE LARGEST BEET SUGAR FACTORY IN THE WORLD IS SITUATED AT SPRECKELS, MONTEREY COUNTY. THE FACTORY EMPLOYS 700 MEN AND THE ANNUAL CUTTING IS 200,000 TONS OF BEETS.

SUGAR BEET INDUSTRY

Monterey County has the largest sugar-beet mill in the world. It has a daily capacity of 3,000 tons of beets, and has been in operation since 1897. This mill is located at Spreckels, near Salinas, and represents to the farmers of the county an annual income approximating $1,000,000. This plant employs 700 men, most of whom live in the town of Spreckels, and the annual cutting approximates 200,000 tons of beets.

The sugar-mill company operates large tracts of land, the acreage now approximating 17,500, and the yield of beets throughout the county averages better than eleven tons to the acre. Near Salinas the average is thirteen tons, while as high a return as twenty-three and a half tons has been received.

The standard price for beets is $5.50 a ton, the company paying the freight to the factory. Contracts for each season are made at this price and under similar conditions. Of recent years a sliding scale has been established, whereby the growers derive greater benefit from the beet. This scale guarantees a minimum of $5 a ton for beets containing eleven to fifteen per cent. sugar, with fractions of one per cent. added in proportion. Beets testing fifteen per cent. sugar are paid for at the rate of $5.25; sixteen per cent., $5.50, and so on up, twenty-five cents a ton being added for each per centum of sugar. The highest price is $7.75 for beets testing twenty-five per cent. sugar.

The average crop is fifteen tons to the acre, the average price being $5.50, or $82.50 an acre, gross. From this must be deducted the expense of irrigation and cultivation, which averages about $36 an acre, leaving a net profit to the grower of $46.50.

The usual yield is fifteen tons to the acre, though many ranches produce twenty tons, and as high as twenty-five tons have been recorded.

A SUGAR BEET FIELD NEAR SALINAS, MONTEREY COUNTY, HAS RECORDED A YIELD OF TWENTY-FIVE TONS TO THE ACRE. THE MILLING COMPANY ALONE OPERATES 20,000 ACRES OF SUGAR BEET LAND.

On the Spreckels ranch beets have been grown continuously for ten years, only an occasional crop of barley having been sown. As an evidence of the effect upon the soil, the crop of 1901 was 15.6 tons an acre on a tract of several hundred acres. In 1909 the average was 15.4 tons, while favorable weather conditions in 1910 sent the production up to 19.6 tons an acre.

It has been found that beets used in rotation with other crops are especially valuable. The following table of increase of crops following beets has been issued from the company's experimental station:

Crop	Per Cent	Crop	Per Cent
Oats	80	Wheat	80
Barley	73	Barley	57
Hay	66	Wheat	75

To the farmer contemplating planting sugar-beets, the following expert opinion will be especially interesting:

"Only a good farmer can raise the sugar-beet. When you see a man making a success of his beet crop you may put it down that this man is a thorough farmer. The sugar-beet has played an important part in the development of Monterey County. The value of the crop among all those grown was second. Barley alone exceeded the value of the beet crop to the farmers, and that by only $50,000, which considering the fact that over 100,000 acres are grown, against 15,000 acres of beets, is not a very great margin. The value of the sugar-beet is $57.14 an acre, while the next second crop, beans, has a value of $37.20 an acre. Averages compiled from figures given by actual growers outside of the company show that the profits for beets average nearly $40 an acre.

"Not only is the sugar-beet a paying financial crop in itself, but its effect upon the soil is markedly beneficial.

"All lands are not adapted to the sugar-beet. More beets can well be

HERE'S AN ALFALFA FIELD NEAR SALINAS THAT MAKES ONE MARVEL AT THE PRODUCTIVITY OF MONTEREY COUNTY SOIL. THIS ALFALFA MAY BE CUT SIX TIMES IN A SEASON.

considered for this valley and in their growing both farmer and soil will benefit.

"The prime qualities of sugar content and weight are opposed to one another in the sugar-beet, and the successful grower must take both into consideration. The minimum of sugar is twelve per cent.

"In general, it has been found that the best results are obtained by aiming at a two-pound beet, long, tapering and well rounded, with a slight twist—the sugar twist—and a small green crown."

To obtain this, study of local conditions is imperative, soils of different types requiring different treatments.

The pulp of the beets, after the sugar has been extracted, is sold for cattle feed. The annual sales are about 50,000 tons of fresh pulp at twenty-eight cents a ton, and 25,000 tons of silo pulp, seventy-eight cents. The entire sales equal about 100,000 tons of fresh pulp.

ALFALFA ACREAGE INCREASING

The acreage devoted to alfalfa in Monterey County is increasing annually, for here ideal conditions are to be found. In most sections it is not a very great depth to water, and both electric and oil power are comparatively cheap. The climate is a "growing climate," and it is possible to get six or seven, not infrequently eight cuttings a year, and the average yield is about one and one-half tons to the acre each cutting.

As elsewhere, dairying has followed the alfalfa patches, and the next few years will see an immense acreage planted to this forage, for there are thousands of acres of available land for alfalfa growing.

In the vicinity of King City there is a considerable acreage, and with increased irrigation facilities it will not be long before the entire countryside is like a green carpet. Some of the best fields are on the Spreckels ranch.

SALINAS BURBANKS ARE FAMOUS EVERYWHERE, AND MORE THAN $1,500,000 ARE SHIPPED FROM THE SALINAS VALLEY EVERY YEAR, OUTRIVALING ALL OTHER POTATOES IN THE MARKET.

In the San Ardo district the farmers have gone in for extensive alfalfa growing for the dairy herds.

There is always a good demand for alfalfa and the price justifies the farmer in devoting his fields to this forage. Practically the only expense attached to it is irrigating and cutting after the first year. The lands in Monterey County are easily checked and readily drained.

SALINAS BURBANK POTATOES

The Salinas Burbank potato is the "king of spuds." It is produced in large quantities in the rich river sediment near Salinas, the annual shipments approximating in value over $1,500,000.

Monterey County devotes 5,000 acres to this potato, standing number five in the list of counties for the production.

The average production is seventy-five to eighty sacks of 125 pounds each to the acre.

In the immediate vicinity of Salinas the yield is considerably higher, not infrequently the production being 125 sacks to the acre.

The record for productivity is held by James Bardin on his ranch across the river from Salinas, who reported 400 sacks produced on a single acre.

M. F. Martin of Salinas got 5,600 sacks from thirty-eight acres, an average of 155 sacks to the acre. The gross receipts from this crop were $11,000, or an average higher than $289 an acre.

Many instances of big yields could be set down, but the average yield is sufficiently impressive. Potato growers find this crop a most profitable one.

There is always a good market for potatoes, as California imports many thousand sacks yearly, and consequently the price usually warrants a farmer in growing them on a large scale.

THIS HEREFORD BULL, WEIGHING 2,300 POUNDS, IS TO BE FOUND ON A DAIRY RANCH NEAR FORT MORIE. FINE DAIRIES ARE OBTAINED ONLY FROM THOROUGHBRED STOCK.

LIVE STOCK

Live stock continues to be one of the large industries of Monterey County, although it is annually on the wane, and must continue to be since the settler is encroaching upon the ranges and demanding more and more land for farms.

In earlier days, of course, vast tracts were roamed by cattle and sheep. There is considerable range land to be had for $5 and $15 an acre, but to a very large extent, within a few years, beef cattle will be raised in the valleys, for the conditions could not be bettered. The climatic condition enables the cattle to mature earlier than in cold climate, and it is said by stockmen that two-year-olds attain the size and match the weight of three-year-

GREENFIELD DAIRYMEN LIKEWISE HAVE BEEN GRADING UP THEIR HERDS. THERE IS PLENTY OF ROOM TO MAKE MONTEREY THE DAIRYING CENTER OF CALIFORNIA.

SHEEP MEN WILL FIND MANY ADVANTAGES IN MONTEREY COUNTY, WHERE THE ANNUAL WOOL CLIP AT PRESENT IS APPROXIMATELY 150,000 POUNDS. THERE ARE MANY LARGE SHEEP RANCHES.

olds in other states. Another attraction to the cattlemen is the beet pulp, which is used for fattening purposes, thousands of head of cattle being fed this by-product of the big sugar mill. Many of these are to be seen at Alisal, near Salinas. The equivalent of 100,000 tons of pulp is fed annually and thus what would otherwise be a waste product is turned into money for the farmer.

The latest available figures on the cattle business show that there are 32,400 beef cattle valued at $2,000,000, calves valued at $500,000 and 12,000 hogs valued at $120,000 in the county.

STOCK RAISING IS PARTICULARLY SUCCESSFUL IN MONTEREY COUNTY, THE FOALS HAVING THE CLIMATIC ADVANTAGE OF FREEDOM OF THE FIELDS ALL YEAR ROUND.

LIVE STOCK IS A LARGE INDUSTRY OF MONTEREY. BUT CATTLE VALUED AT NEARLY $3,000,000 ARE ON THE COUNTY'S ASSESSMENT ROLLS. KING CITY IS AMONG THE FRUITFUL SHIPPING POINTS.

Other interesting statistics will be found in the appended table:

	Number	Value
Horses	200	$60,000
Standard-bred Horses	3,600	360,000
Common	11,200	560,000
Colts	3,500	105,000
Jacks and Jennies	30	16,500
Mules	600	66,000
Sheep	30,000	90,000
Lambs	10,000	20,000
Angora Goats	1,800	7,200
Common Goats	650	1,625

The production of wool is placed at 130,000 pounds in the average year, and the mohair production about 20,000 pounds.

THE HONEY PRODUCTION

Monterey County is one of the leading bee counties in California, the annual output of honey and beeswax being a very tidy sum. There is scarcely a section that does not produce honey in commercial quantities, and the entire county seems to be especially adapted to the bee. The best results are obtained in the foothills, but the valleys also are profitable for stands. Not infrequently the bee man maintains his stands merely as a side issue, but there are some who specialize.

There is ample raw material for bees, the button sage being one of the best honey-bearing plants. Alfalfa also is of great value, and the extent to which it is grown is of great advantage to the bee keeper.

The average yield of honey is about 100 pounds to the stand, but in some instances 150 pounds are obtained, while there have been yields of 300 to 400 pounds.

Not much honey is sold in the comb. The price for extracted honey remains about $5 for a sixty-pound can, although the price for years had

A BEE RANCH IN A FOOTHILL CANYON. THE HONEY PRODUCTION OF MONTEREY COUNTY IS INCREASING RAPIDLY, THE ANNUAL OUTPUT APPROXIMATING $50,000 AT THE PRESENT TIME.

been $1.50 a can. Two or three hundred stands, at this rate, will net the owner about $1,000 in the ordinary season. A good apiarist can do the work for two hundred stands alone, and with the help of an inexperienced hand for two months is able to manage three hundred stands.

There is no comparison between the climate of Monterey County and the Eastern states when bees are considered.

The official figures of the county assessment show that there are 8,000 hives in the county, valued at $41,500. The annual production is given at 5,000 pounds of beeswax, valued at $1,500, and 376,500 pounds of honey, valued at $28,537.

POULTRY IS PROMISING

It would be difficult to find a section in all California that is better adapted in every way for raising poultry. In fact Monterey County is a veritable paradise for the poultryman, and the annual egg production demonstrates that the farmers are realizing that this industry is of great importance. Not only have they a large home market, but the California market cannot be supplied in its poultry requirements, millions of dozens of eggs being imported annually. One of the greatest factors in favor of poultry in Monterey County is the climate, which does not require that expensive housing be used. Squabs are raised for market and the returns are highly remunerative.

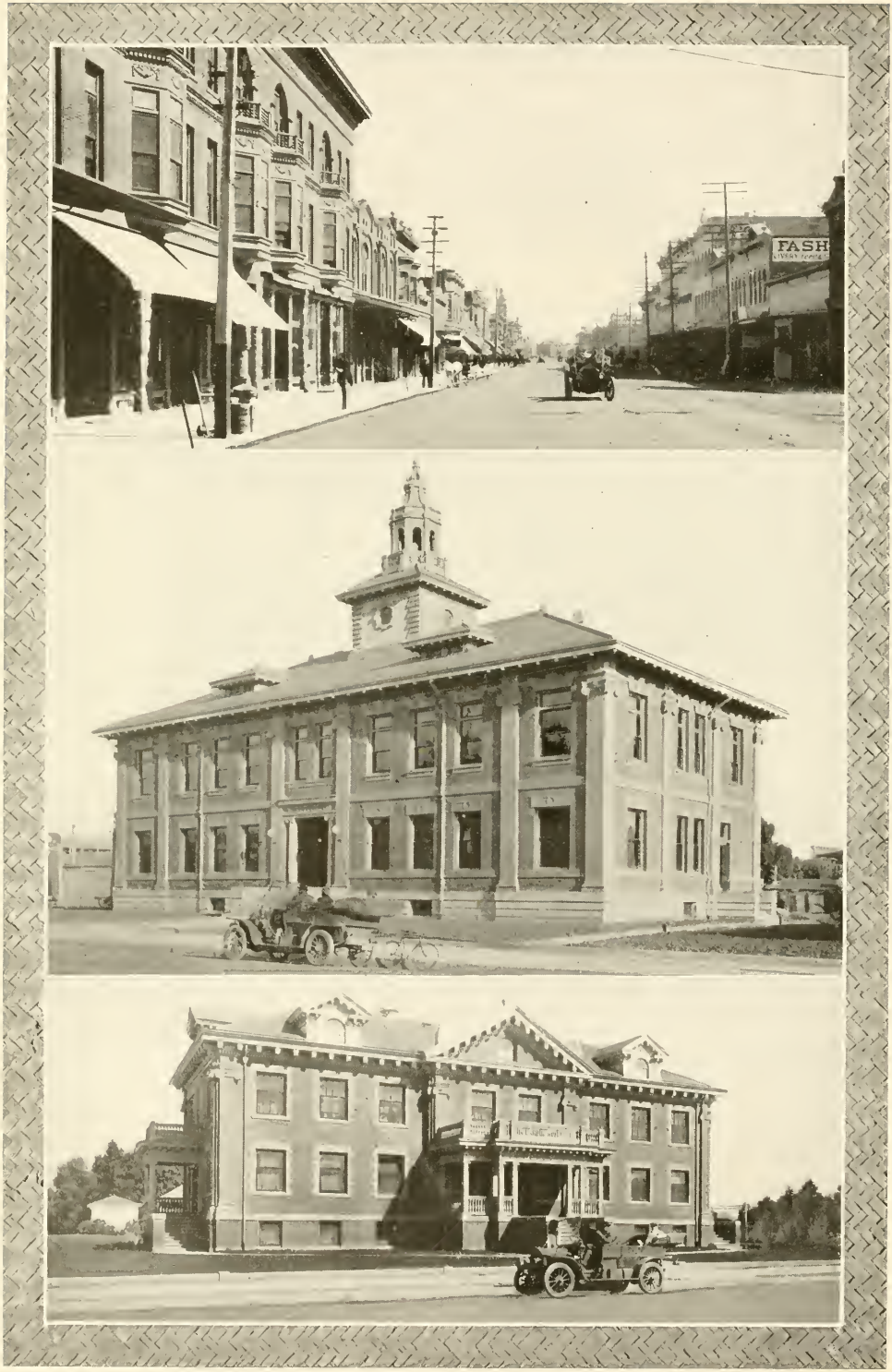
The following statistics on poultry will prove interesting:

	Dozen	Value
Chickens	18,000	$72,000
Ducks	250	1,125
Geese	150	1,200
Turkeys	100	4,800
Eggs (annually)	720,000	144,000
		$223,125

A PANORAMA OF BEAUTIFUL MONTEREY, SHOWING IN THE DISTANCE THE MATCHLESS SANDY BEACH, THE MAGNIFIC
IN THE FOREGROUND IS THE MAJESTIC CYPRESS FOREST. SEARCH THE CON

Photograph Copyrighted by R. J. Arnold.

HARBOR WHERE SHIPS OF COMMERCE AND PLEASURE CRAFT MAY SEEK SHELTER FROM RAGING STORMS AT SEA; NT FROM COAST TO COAST AND NO MORE IDYLLIC SPOT COULD BE FOUND.



STREET SCENE IN SALINAS, THE CAPITAL OF MONTEREY COUNTY; (MIDDLE) SALINAS CITY HALL; JIM BARDIN HOSPITAL, DONATED BY JIM BARDIN TO THE PUBLIC.

THRESHING BEANS NEAR SALINAS. THIS IS AMONG THE MONEY-MAKING CROPS OF MONTEREY COUNTY, AND IS BEING EXTENSIVELY DEVELOPED IN SEVERAL SECTIONS.

PROSPEROUS FARMING CENTERS

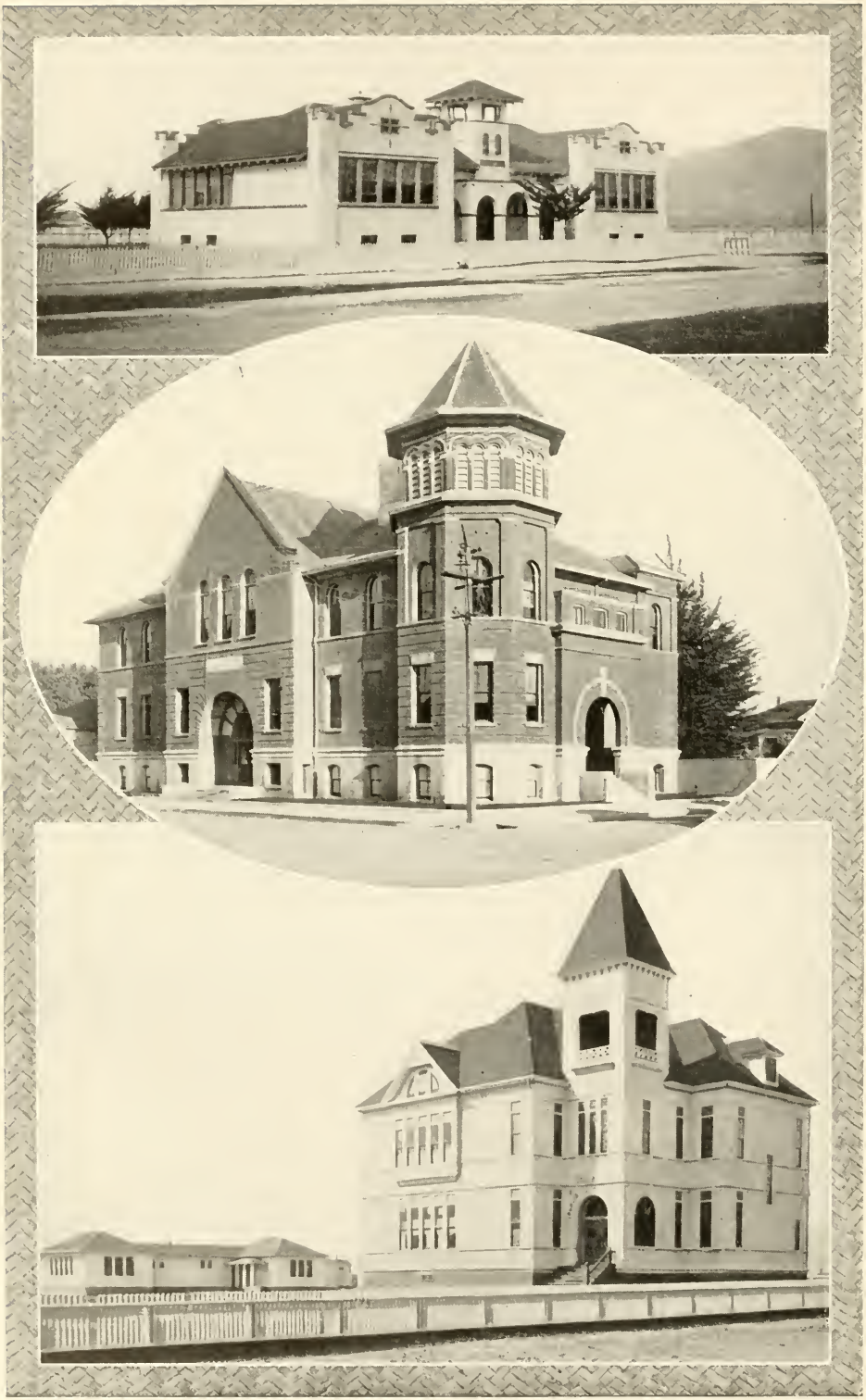
There is not a single farming town of Monterey County that is not prosperous and progressive. The residents are always going ahead, and the county is blessed with magnificent public buildings, excellent schools, and comfortable homes and good roads. The various embryo cities are equipped with electric lights and, for the most part, their streets are well paved. Salinas is the northernmost and, from north to south, the smaller places in the chain of valley centers are Chualar, Gonzales, Soledad, Greenfield, King City, San Lucas, San Ardo and Bradley. All of these, except Greenfield, are on the main line of the Southern Pacific railway.

Salinas.

Salinas, the county seat of Monterey, is an incorporated city of nearly 6,000 inhabitants. It is located on the Southern Pacific main line, 118 miles south of San Francisco. Moss Landing is ten miles distant, and here vessels land and discharge and load freight to and from the country tributary to Salinas.

Salinas is the most important commercial city in the county. Three miles

A WHEAT THRESHING SCENE NEAR SALINAS. WHEN WHEAT WAS KING IN CALIFORNIA'S GREAT VALLEYS IMMENSE ACREAGE WAS PLANTED TO GRAIN AND THERE ARE SOME BIG RANCHES IN MONTEREY COUNTY.



CITIZENS OF MONTEREY COUNTY ARE PUBLIC SPIRITED AS EVIDENCED BY THE CHARACTER OF THEIR SCHOOL BUILDINGS. TOP, SOLEDAD SCHOOL. MIDDLE, SALINAS HIGH SCHOOL. BOTTOM, GONZALES GRAMMAR SCHOOL.

away is the largest sugar mill in the world, located at Spreckels, and surrounding the city for many miles are the richest acres in all that rich section of California.

The streets are well paved, and there are good hotels, business blocks, banks, fraternal halls, an armory, opera house, eight church buildings, an ice plant, a brewery, a planing mill and a creamery.

The schools are exceptionally good, and there is an excellent high school building, the graduates of which are accredited to the universities of California.

The city hall is attractive, and so is the court house and the library, and the free county library is an institution that is popular among all classes.

There are four substantial banks in the city, and each maintains a savings department.

There are two public parks, excellently maintained, gas and electric lights, and good water from deep wells.

Annually Salinas holds a "Big Week," which is one of the recognized carnivals of the West. During these festive days there gather at Salinas cowboys and daring men from all sections, and they perform tricks with lariat, horses and steers that bring to mind the border days that have vanished.

Salinas will continue its natural growth, for the reason that the country surrounding it is rich agriculturally, and the residents of the city itself have not been backward in recognizing this fact and embracing the opportunity that awaited the development of that entire section. Some of the large ranch holdings have been subdivided through the influence of Salinas citizens, and there was not the slightest difficulty in inducing settlers to come and enjoy the greatest growing climate and the richest producing soil to be found in all that valley.

Chualar.

Chualar has 150 inhabitants, and dairying is interesting the farmers to a considerable degree. This section has been devoted largely to grain, but it has been found that nearly all crops will yield handsome returns.

Gonzales.

Gonzales is the county's largest dairying town. Throughout this section alfalfa is grown and more than 7,000 cows are now milked there and the supply sold to the Alpine Evaporated Cream Company, which maintains a large plant there. This old town is growing, and substantial buildings are being erected. There is an excellent bank, and the section has good highways.

Soledad.

Soledad, with 400 population, is thriving, dairying and sugar-beet raising bringing the farmers handsome returns. There is an excellent country around Soledad, and of late irrigation has become well advanced. The Spreckels Sugar Company operates two ranches near Soledad with a total acreage of 6,200 acres.

Fort Romie.

Fort Romie is off the railroad, using Soledad as its shipping point. Here is one of the three farm colonies in America conducted by the Salvation Army. Originally this section was embraced in four ranches—San Jojo, Fort Romie, Mission Soledad and Spreckels Ranch—extending from the Salinas River on the west to the foothills. Over a century ago this land was cultivated by the fathers of Mission Soledad. They built irrigating canals,

KING CITY HAS MODERN EDUCATIONAL FACILITIES, RECENTLY HAVING COMPLETED A $20,000 GRAMMAR SCHOOL AND A $35,000 HIGH SCHOOL. THERE IS A LARGE ATTENDANCE AT BOTH SCHOOLS.

and when ten years ago the Monterey County Land & Water Company began the installation of a new ditch system it was found that the century-old canal lines were the best to follow. The water is obtained from the Arroyo Seco. This is supplemented by many pumping plants, the wells of which are about one hundred feet deep.

Alfalfa is the principal crop grown, the acreage being greater than all other crops. Five and six cuttings give a seasonal yield of seven and one-half to eight and a half tons to the acre, besides giving ample winter pasture.

The white carrot is grown extensively, being fed to horses, cows, and hogs. The yield is sixty to ninety tons to the acre. Potatoes have done well, but are being superseded by sugar-beets. Dairying will be in vogue soon, and poultry raising is receiving considerable attention. Much honey is obtained from the foothill stands. All fruits do exceedingly well.

Greenfield.

Greenfield, situated between Soledad and King City, is prospering, alfalfa fields keeping the entire section green. There are large seed farms here, shipping principally onion, radish and cabbage seed. Of late years fruit is taking a prominent place in the development of the section, several orchards

THERE ARE MANY PICTURESQUE DRIVES THROUGHOUT MONTEREY COUNTY AND THE HIGHWAYS IN GENERAL ARE MAINTAINED AT A HIGH STANDARD. ROAD BETWEEN JOLON VALLEY AND KING CITY.

KING CITY HAS WELL KEPT STREETS. THE STATE HIGHWAY WILL USE THIS STREET AS THE MAIN ROUTE NORTH AND SOUTH. ALREADY AUTOISTS ARE ATTRACTED TO IT.

having been set out within a few years. Greenfield was established at a time when direful predictions were made as to its ultimate success, but it has made good in every particular.

King City.

The first impression one gets of King City is most favorable. Here are broad streets, lined with substantial buildings, and a spirit of progress pervades the little town, which has more than doubled its population within three years.

It would be hard to find a little city with better natural advantages than King City. The country around it is rich and the territory is extensive. The city has not been slow to recognize the advantages it possesses, and there are electric lights, a good water system, good hotels, stores, shops, and excellent schools and churches. The latest addition to the city is a $20,000 grammar school and a $35,000 high school, each of which is a credit to the district.

The coast branch of the new $18,000,000 California State highway runs through the heart of King City, its fine broad Main Street being part of the route north and south.

THERE ARE 8,000 ACRES IN THIS RANCH WHICH IS ONE OF THE LARGEST GRAIN RANCHES IN MONTEREY COUNTY. VERY RAPIDLY THE LARGE HOLDINGS ARE BEING CUT UP INTO SMALLER FARMS.

ONE OF THE FINEST HIGH SCHOOLS IN ALL CALIFORNIA IS THE KING CITY SCHOOL, WHICH HAS A LARGE ATTENDANCE. THIS BUILDING COST $35,000 AND IS MODERN IN EVERY DETAIL.

The large warehouse of the Salinas Valley Hay & Storage Company is a factor in giving King City prestige as a grain center. Another industrial feature is the plant of the King City Gypsum Company, which has a mine near by.

San Lucas.

San Lucas, having a population of nearly 500, is the center of a large area, devoted mostly to the raising of grain and general farming. One of the richest tributary districts is embraced in the Tresconv Grant, on which are many tenants. Peachtree, Jolon, Long and White Horse valleys and the Freeman Flat are included in San Lucas territory. Large shipments of cattle are made from here, and San Lucas horses are known in the markets of California.

San Ardo.

Stock raising and grain growing are the principal occupations of the residents surrounding San Ardo, which has a town population of 500. This is the distributing point for a rich portion of the Salinas Valley and for the

RANCH HOUSES NESTLE AMONG GREAT SHADE TREES IN MONTEREY COUNTY. THIS PLACE, IN THE VICINITY OF SAN LUCAS, GIVES ONE AN IDEA OF THE GREAT PRINCIPALITIES NOW RAPIDLY DISAPPEARING.

IN THE VICINITY OF SAN ARDO GRAIN IS GROWN ON AN EXTENSIVE SCALE AND THE VAST FIELDS STRETCH FORTH AS FAR AS THE EYE CAN SEE OR THE CAMERA RECORD.

Poncho Rico and Pine valleys and Sargent's Canyon. A large steel and concrete bridge here spans the Salinas River, affording communication with a section long neglected. Dairying is on the increase in this section, and gives promise of great future development.

Bradley.

At the head of the Salinas Valley is Bradley, which has a population of 500. Hames and Indian Valley are tributary. The San Antonio River joins the Salinas River at this place. Bradley is 196 miles south of San Francisco. Much grain is grown in the county surrounding Bradley.

Moss Landing.

Moss Landing, situated on Monterey Bay, where the Salinas River and Elkhorn Slough empty into it, is important as a shipping point. The Pacific Coast Steamship Company has a wharf here and vessels belonging to that concern make regular calls at this port. The South Coast Steamship Company's boats also put in here for cargoes. A considerable tonnage is handled at this port.

MONTEREY COUNTY BARLEY IS SOUGHT EAGERLY BY THE BUYERS OF THE WORLD. THIS BARLEY, SACKED ON ONE CORNER OF A BRADLEY RANCH, IS ALL READY FOR MARKET.

THE BAY OF MONTEREY AT MOSS LANDING, A SHIPPING POINT SITUATED AT THE MOUTH OF SALINAS. THOUSANDS OF TONS OF GRAINS AND PRODUCE FIND AN OUTLET BY THE ROUTE.

Del Monte Junction (Castroville.)

Del Monte Junction is the new name given to Castroville. Here the trains of the main line of the Southern Pacific meet the branch line trains going to Monterey peninsula. It is two miles from Moss Landing, and the population is nearly 900. Dairying is well developed here, as is horticulture. The vegetable production of the region is large, potatoes being an item of importance.

Watsonville Junction (Pajaro.)

Pajaro has been renamed Watsonville Junction, and rapidly is becoming a lively little city. As its new name implies, it is an important railroad point, the Southern Pacific maintaining its headquarters for this division here. It is in the heart of the great apple country and naturally is an important shipping center.

Spreckels.

Spreckels, where is situated the largest beet-sugar factory in the world, is made up largely of employes of the Spreckels Sugar Company. One of the

TRANSPORTATION FACILITIES ARE EXCELLENT IN MONTEREY COUNTY. THIS IS A TRAIN LOAD OF WHEAT EN ROUTE TO MOSS LANDING, WHERE IT WILL BE PUT ABOARD A VESSEL.

ROLLING BARLEY ON ONE OF THE LARGE RANCHES IN THE JOLON VALLEY IN MONTEREY COUNTY. THIS IS JUST ANOTHER EVIDENCE OF THE DIVERSITY OF FARMING IN THIS SECTION.

boasts of Spreckels is the excellent fire-protection system it has. It is declared to be superior to that of many towns of greater size. Spreckels is three miles from Salinas.

Jolon.

The principal town of the Jolon Valley is the town of that name, with a population of 250. In the valley are Lockwood, which is near the center of the valley, and Pleyto. Here there is a vast territory of rich undeveloped acreage, obtainable at very low prices.

Smaller Towns.

There are several smaller towns. Between Soledad and King City is Metz. Parkfield is the center of the Cholame Valley. In the north, Prunedale, in the San Miguel Canyon, is of note as a shipping point, apples and apricots being the specialties of the tributary country. Aromas, near Watsonville Junction, also is coming to the front as a producer of apricots. In this vicinity there are some excellent lands to be had.

THIS WAREHOUSE, THE PROPERTY OF THE S. P. MILLING COMPANY, IS ONE OF THE LARGEST IN CALIFORNIA, BEING 750 FEET IN LENGTH. IT IS SITUATED AT KING CITY.

THE RESORT SECTION

The Monterey peninsula has the grandest seaside climate in the country.

That is not merely an idle statement, as may be seen by a reference to the charts kept by the United States Weather Bureau. This record for four successive years gives the mean temperature of the peninsula as follows:

January	April	July	October
54 degrees	50 degrees	51 degrees	59 degrees
54 degrees	50 degrees	58 degrees	58 degrees
53 degrees	51 degrees	56 degrees	50 degrees
53 degrees	50 degrees	58 degrees	54 degrees

Compare typical midwinter and midsummer temperatures at Monterey and Pacific Grove with the corresponding figures for some noted European and African resorts and touring regions, and this will be noted.

	January	July
Monterey and Pacific Grove	52	58
Mentone, France	40	73
Naples, Italy	46	76
Algiers, Africa	52	75

And while one is considering climate, an idea of that prevailing in the interior of this county is appended, the following tabulation being taken from official records for many years:

Station	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Annua
King City	48.4	48.8	53.5	56.2	59.6	63.7	67.0	66.4	66.0	59.3	53.8	49.0	57.6
Monterey	50.2	51.2	53.9	55.8	58.3	60.8	61.0	61.9	61.5	58.2	54.3	51.7	56.6
Salinas	48.2	50.3	52.7	55.8	60.0	62.0	62.7	61.6	61.1	57.5	53.1	50.1	56.3
Soledad	47.1	50.2	53.6	57.3	62.3	65.5	66.1	65.1	64.9	59.8	53.2	49.3	57.9

It will be noted in a reference to the weather reports from the continental resorts that here is a wide range of thirty-three degrees at one of the most celebrated resorts on the south coast of France.

On the Monterey peninsula the variation is but seven degrees!

There is no such climate in the world, search where you will. It is superior to that of Honolulu, for the climate of the peninsula is invigorating, not enervating. It surpasses the famed Riviera, on the south coast of France, with its dry and irritating winds. St. Augustine, in Florida, shows a mean temperature in January of fifty-nine degrees, and a mean temperature in July of seventy-seven degrees, with a rainfall for the year of fifty-five inches.

Monterey peninsula has 293 clear, sunshiny days a year!

The rainfall is not excessive, and the rainy season is not continuous. It is truly said that there are days of rain and weeks of sunshine.

One authority puts it concretely this way:

"There is not only less rain, but more fair and beautiful days than in the cities of the Atlantic Coast from Newport to New Orleans. After each shower the sun comes out warm, and in a single day after the severest storm there are no traces left of the visitation, save in firmer roads and grounds, and fresh growths of grass and flowers."

Climate is Nature's rarest gift. Verily, Monterey is the "Empire of Climate." It is unexcelled in the West as it is unsurpassed in the East. The North does not match it, nor the South approach it.

It is not surprising that the peninsula is building up with homes. This magnificent country overlooks the beautiful bay of Monterey, discovered in 1602 by Sebastian Vizcaino. The hills are covered with Monterey pines, and Monterey cypress, and other trees pictured and painted by celebrated writers and artists.

On the north shore of the peninsula is a long, narrow, settled region, practically a single city, but divided politically. Westernmost is Pacific

Grove. Then comes Monterey, spreading back from the beach toward the majestic hills. The Hotel Del Monte is east of Monterey, and farther east are Seaside, Del Monte Heights and other divisions. Across the peninsula are Carmel-by-the-Sea and Pebble Beach.

The Monterey & Pacific Grove Railroad operates a trolley system that links Pacific Grove, Monterey and Del Monte together, and a loop line in Monterey runs to the Presidio. Another trolley line in the Seaside district connects with the main system, thus making a complete line of seven miles.

The permanent population of the peninsula is more than 10,000, but during summer months this number climbs to more than twice that number.

FAMOUS DRIVES

Scarcely a pleasure-seeker who does not know of the beauties of the Seventeen-mile Drive on the Monterey peninsula. Now another drive has been built, and it is called Scenic Boulevard. These two drives are forty-two miles long, while half a dozen minor roadways bring the total mileage to fifty miles. These roads wind through forest, climb cliffs and skirt the shore of the sea. They were especially designed for the convenience and pleasure of the motorist, who may send his car whirring along without shifting gears, the average grade being two per cent. and the highest is six per cent. The roads are macadamized and are kept in perfect repair.

Along the Seventeen-mile Drive there are many attractions. From Pacific Grove one soon reaches points of more than passing interest—Point Joe, Restless Sea, Bird Rocks, Seal Rocks, Fan Shell Beach, the Ostrich Tree—a pair of cypress trees twisted by the wind into the shape of an ostrich—Cypress Point, Cypress Grove and Midway Point. The Seal Rocks comprise the largest seal rookeries on the Pacific Coast.

At Cypress Grove the road leads through the narrow restricted grove of Monterey cypress—one of the two groves extant, the other being on Point Lobos on the south of Carmel Bay.

MARINE LIFE AT MONTEREY

The marine life in Monterey Bay is said to be the most abundant and as wonderful as found anywhere in the world. It is the extreme southern habitat of the cold water fish and the northern limit of the run of the warm water fish. This results in a great variety of fish. Of the twenty-eight varieties of cod on the Pacific Coast twenty are found here, and there are fifteen varieties of mackerel.

Viewed from one of the glass-bottom boats in the bay one marvels at the panorama of the depths—an endless variety of fish moving about the surprising growths of plant life at the bottom.

The bay is a great favorite among sportsmen, for here are caught the steelhead trout, salmon, sea bass, yellow tail, barracuda, and occasionally a tuna finds its way into these waters. The salmon is trolled for at varying depths, the detachable sinker being used. In all, there are 150 species of food fish found in the bay.

The abundance of fish hereabouts naturally results in commercial activity along this line. The shipments of fresh fish to the market around San Francisco and the bay region are considerable, about 600,000 pounds of salmon being sent out annually, and fully 1,500,000 pounds of other fish. Fish canneries located on the shore of Monterey Bay have an output approximating a quarter of a million dollars annually.

Monterey has two plants, operated by the Pacific Fish Company and the Booth Packing Company. Salmon and sardines are put up here. The Point Lobos Canning Company packs abalones at its plant south of Carmel Bay, and abalones are also packed at Point Sur.

THIS BEAUTIFUL BEACH AT PACIFIC GROVE IS SOUGHT BY THOUSANDS IN SEARCH OF SUMMER COMFORT. THE WHOLE FAMILY GOES A-BATHING OR A-BOATING IN THE GLASS BOTTOM BOATS

A MAGNIFICENT HARBOR

Monterey harbor, almost a hundred miles south of the Golden Gate, lies at the southern tip of the great sweep of the bay of Monterey. To the south and east it is protected by mountains and hills. On the north the winds are broken by the Santa Cruz Mountains. Pigeon Point, on the bay's north end, extends farther to the west than the outermost rock of the Monterey peninsula. The harbor is absolutely free from rocks and shoals, and its entrance is not made dangerous by a sand-bar.

The best harbor in a strip of several hundred miles of coast, according to the government engineers, this has but one defect. Continued storms create an undertow which causes vessels to chafe against the piers. To overcome this, a breakwater, estimated to cost $800,000, is recommended by the Federal engineering corps.

This is the way the Monterey Chamber of Commerce officially states the situation:

"California needs every harbor facility that it possibly can attain. At Monterey there is located one of the best harbors on the Coast. The United States Board of Engineers on Rivers and Harbors says that a breakwater costing $800,000 is needed to perfect and make this harbor a most useful adjunct to the transportation of the Pacific Coast. This Board of Engineers has recommended that the Congress of the United States do appropriate $600,000 toward the said improvement, if the local interests will contribute $200,000 toward the same." These appropriations have been made.

"Only wharves and not anchorage need protection," explains D. E. Hughes, assistant engineer in the United State corps of engineers, who made the report on this harbor. Engineer Hughes says a breakwater only 2,000 feet long would amply protect all existing wharves used in shipping. Every addition to this length would protect more wharf sites. A length of 2,500 feet would be sufficient for the prospective needs of the near future, and it is the basis of estimate in this report.

The Board of Supervisors of Monterey County also has an official word to say of this fine harbor. This governing body says:

"Monterey Bay is one of the largest on the Coast, being over twenty miles in width at the mouth, ten miles inland, and in shape resembling a horseshoe. The harbor in this bay is unequaled on the Pacific Ocean. The largest battleships of our navy find shelter within 100 feet of the shore; and, during heavy storms at sea, it is not unusual to see ships of different nations anchored in the calm waters of Monterey Bay. Reports from the most noted navigators credit this bay as the safest, and predict the day is not far off when this will be one of the first ports of the nation."

Monterey is the nearest harbor for a part of California embracing 11,000,000 acres of arable land; the focal points in this area can be brought 40 to 160 miles nearer tidewater by connections with Monterey. North of the Tehachapi and San Luis Obispo passes it is the nearest port to the great oil belt of central California.

The region tributary to Monterey as a seaport is one-fifth of the total area of the State, and, although containing no large cities, has one-tenth of the assessed valuation and about the same proportion of California's population. The territory in the immediate vicinity, including three counties, according to the Monterey Chamber of Commerce, produces approximately 2,250,000 tons of commercial products annually.

"The City of Monterey," writes its Chamber of Commerce, "has now an actual water transportation of over 550,000 tons per annum and a rail shipment of from 150,000 to 200,000 tons per annum.

THIS IS ONE OF THE MONTEREY COUNTY HIGH SCHOOLS. IT IS SITUATED AT MONTEREY CITY AND IS ACCREDITED TO THE UNIVERSITY OF CALIFORNIA.

"There are vast deposits of low-grade minerals in this vicinity that could be very successfully shipped out of here at a profit with water transportation, if we had harbor improvements that would make the loading of larger vessels here cheap and easy, such as sand, stone, lime and gravel."

Monterey controls its waterfront, being given the right to lease for fifty years at a time strips not more than 300 feet long. The only frontage not in the ownership of the city is that controlled by the United States Government, 1,200 feet long.

A PROJECTED RAILROAD

Monterey, enjoying both rail and water transportation facilities, desires very much the construction of a railroad that will tap the heart of the San Joaquin Valley, now distant 300 miles by rail. There is no direct outlet to the ocean for the great valley, and the construction of such a line, it is declared, will open up a vast territory now only thinly settled.

It may be seen readily that the operation of such a railroad would bring from the interior of California thousands of persons for the summer, for here they find every advantage for rest and recreation.

THERE ARE NUMEROUS STATELY HOMES ON THE SHORES OF MONTEREY BAY. TRAVELERS HAVE GONE ALL OVER THE WORLD IN SEARCH OF SUCH SCENES AND CLIMATE ONLY TO SETTLE HERE.

MANY BEAUTIFUL HOMES LIKE THESE ARE TO BE FOUND ON THE SHORES OF MONTEREY BAY, A DELIGHTFUL RESIDENCE SECTION.

THE CITY OF MONTEREY

In Monterey was the beginning of things in California, and there yet lingers the romance of the days of old, the days "before the gringo came." In 1602 came Vizcaino, who named the beautiful bay in honor of Gaspar de Zuniga, Count of Monterey and Viceroy of Mexico. In 1770 Junipero Serra landed to colonize Monterey, and in the Presidio is to be seen the monument erected in his memory by the late Mrs. Jane L. Stanford. And, near the Catholic Church will be found the Junipero Oak, under which the first mass was said in California.

There are innumerable interesting points in Monterey that are cherished in this bustling twentieth century. There are the residences of General Alvarado and General Castro, and the Pacific Hotel, built in 1834; the first adobe erected has crumbled long since, but the first frame building still stands and also the first brick building built in this State. And there is the rose that General W. T. Sherman, then a lieutenant, planted in honor of his sweetheart, Senorita Bonifacio.

In 1822 California fell into the hands of the Mexicans, and the first Custom House was erected in 1824, over which Commodore Sloat raised the American flag in 1846. The old Washington Hotel, built in 1832, had been the haunt of famous men, the house occupied by beloved Robert Louis Stevenson during his stay in Monterey, in 1879, stands near by. The ruins of a convent built in 1797 may still be traced, and the old theatre in which Jenny Lind sang is a relic of the days before the "rush to the gold fields." There is the home of Thomas O. Larkin, United States consul, whose letter to Washington inspired the interest of the United States in the land of gold.

Following the war with Mexico California became territory of the United States, and under the Stars and Stripes Monterey long held its political eminence. On September 1, 1849, the first Constitutional convention

THE OLD AND THE NEW IN MONTEREY. THE UPPER PICTURE IS OF COLTON HALL, THE FIRST CAPITOL OF CALIFORNIA AND BELOW IS A MODERN MISSION-STYLE HOME HERE.

was held in Colton Hall and the foundation laid for the admission of California to the Union.

Monterey was discovered before the landing at Plymouth Rock, and, a century later, it was the scene of Junipero Serra's activities. Monterey knew Fremont, and here came all the sterling characters of the period when men set forth to conquer continents.

On every side there are evidences of those dreamy days. But one must have historical data stored up or seek some one who has the time, knowledge, and inclination to entertain, for the Monterey of today is decidedly modern, and men have little time for the tales of the fireside on a winter's night.

Modern Monterey is a city of 5,000 inhabitants, and within walking distance of its legal limits are nearly as many more. The city has a recognized commercial importance, and its well paved streets are lined with prosperous stores and roomy office buildings.

Much of the output of California's oil fields, carried by pipe line, is shipped from Monterey.

The Presidio is one of the most important military posts in the country. It was a Spanish garrison before the Mexicans took over the territory and government. Prior to the Spanish-American war there was little activity at Monterey Presidio, but since then it has been kept on a ten-company basis, and not infrequently army transports have docked at Monterey to discharge or take on troops destined for duty either there or at the Philippine posts. The total population of the Presidio, military and civilian, approximates 1,500.

Besides the trolley system, gas and electric service and other similar assets, the city has expended recently $50,000 in street improvements.

PACIFIC GROVE

A more ideal location for public schools than Pacific Grove does not exist. Here on the Monterey peninsula forest and water meet and the fragrance of the pine combines with the cool salt breeze from off the Pacific to energize mind and body to do their best. In addition to all this and a most equable climate, are offered superior moral and intellectual advantages.

No saloons, gambling or other disreputable houses are allowed, being not only prohibited by ordinance, but such prohibition being enforced by a forfeiture clause in every deed to real property.

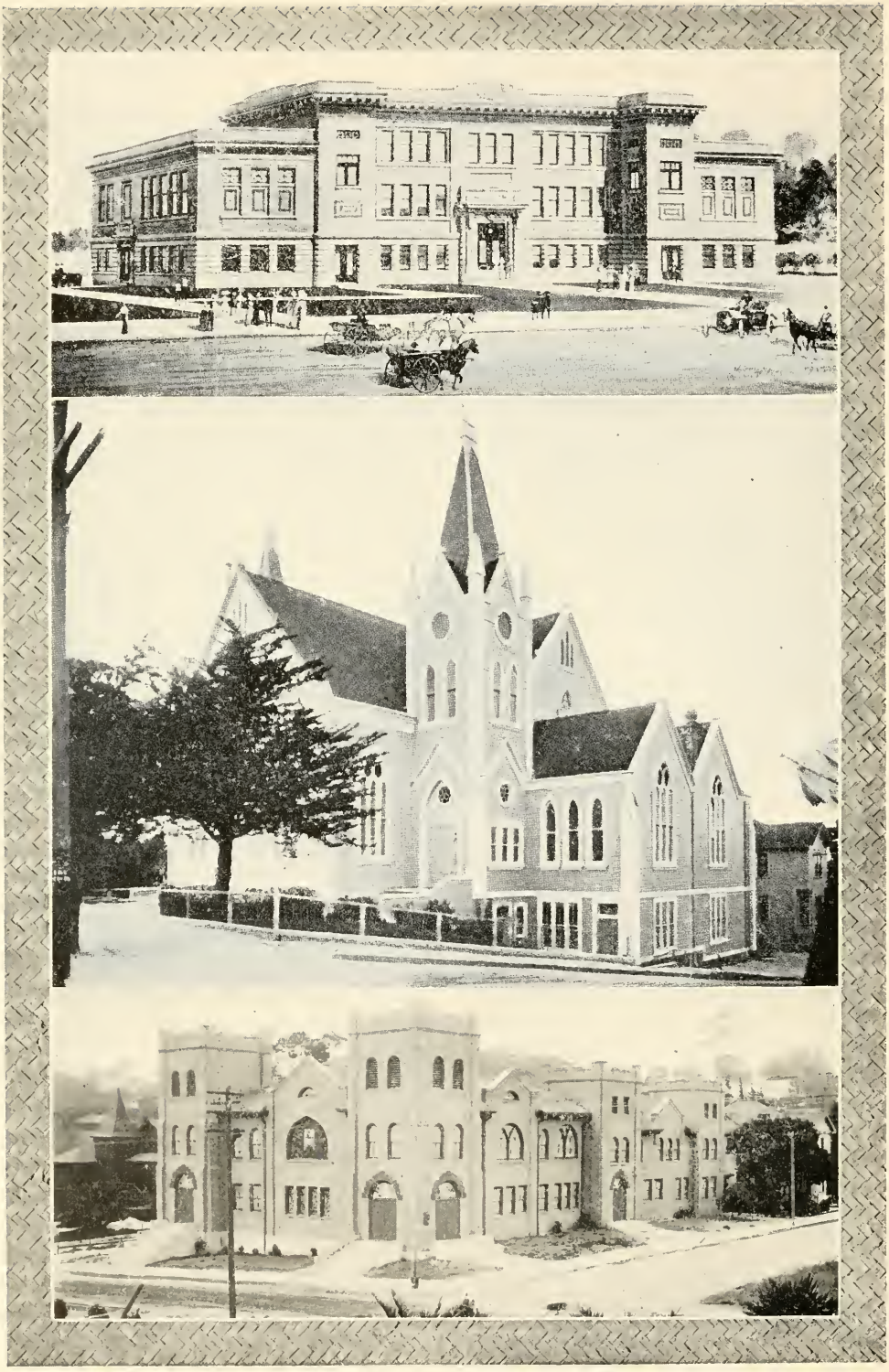
Pacific Grove is a church-going community. The Methodists, Congregationalists, Episcopalians, Disciples, Baptists and United Presbyterians have organizations with church buildings at once handsome and commodious as well as up-to-date in the matter of Sunday school equipment.

The flora and fauna of the Monterey peninsula and bay in their natural condition and also as exhibited in the Pacific Grove museum, are very extensive, present an ever increasing attraction to scientists, and are favorably known to those of Europe as well as those of North America.

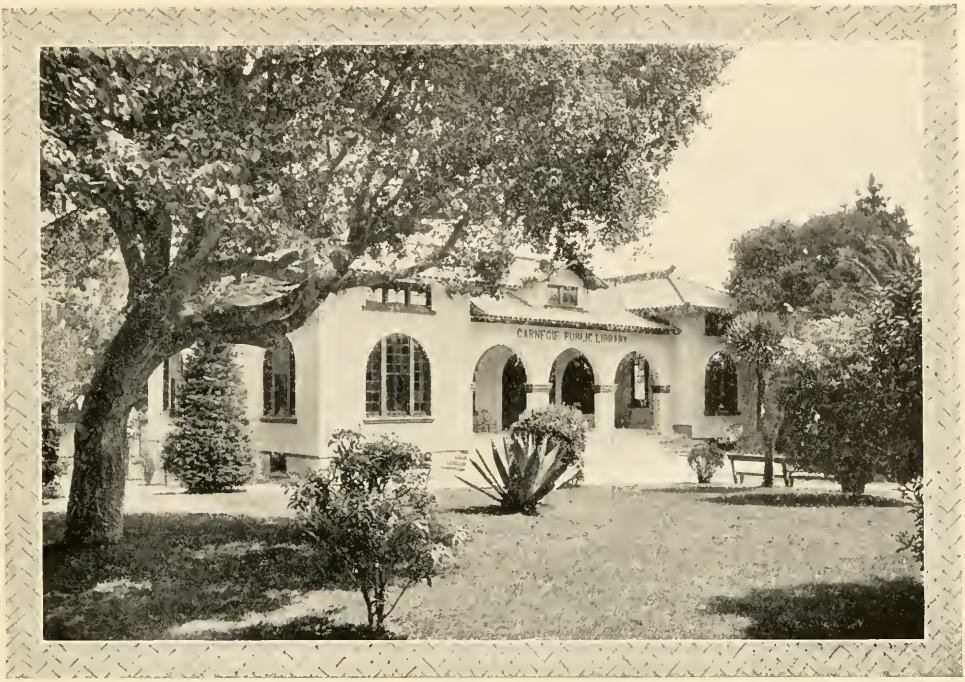
Founded as a camp meeting resort, the Methodist Episcopal churches in northern and central California still hold at Pacific Grove their annual conference; the Chautauqua Assembly offers for two weeks during each July a most interesting and attractive program. Other conventions are here held annually; while the close proximity of the Hotel Del Monte makes it possible to frequently secure speakers of national and often of world-wide reputation.

With such natural and acquired advantages there have grown up public schools of which its citizens feel justly proud. Recently a parent inquiring at the office of the State Superintendent of Education as to the most desirable place at which to educate his son was advised to go to Pacific Grove, which he promptly did.

In 1911 the High School was provided with a separate building at a cost of $40,000, exclusive of equipment and some four acres of grounds. That



PACIFIC GROVE BELIEVES IN GOOD SCHOOLS AND IN CHURCHES. THE SPLENDID HIGH SCHOOL BUILDING SHOWN ABOVE IS A MODEL MUCH COPIED.



PACIFIC GROVE HAS A CARNEGIE LIBRARY WHICH IS FOUND AS USEFUL AS ORNAMENTAL BY THE PEOPLE FOR WHOM IT WAS BUILT AND EQUIPPED.

this building is a success from an architectural as well as educational point of view is evidenced by the fact that it has already served as a model for several similar buildings elsewhere.

Among the eleven members composing the 1913 faculty of the High School may be found graduates from Bryn Mawr, the universities of California, Colorado, Stanford, the State Normal, and other favorably known institutions. The science department is equipped with some of the latest apparatus available for such purpose; in fact no reasonable expense has been spared in supplying the needs of each class room. A commercial department has recently been added under the supervision of an experienced specialist in this line, giving all his time to such work, and a two-year course laid out, making it far superior to the courses advertised by any of the business colleges. Another instructor gives all his time to manual training and still another to domestic science and household arts, it being the intention that the boys shall receive attention in the former equal in all respects to that given the girls in the latter courses. Modern languages, German, French and Spanish are taught. The enrollment at present is considerably in excess of one hundred pupils.

In the Grammar School there are nine regular and five special teachers, several of whom are university graduates. Here the enrollment is about three hundred and fifty. Not only is the work made extremely interesting, but in both schools there are well qualified instructors in athletics and physical culture, and a commodious gymnasium available for use through the generosity of the Pacific Improvement Company, so that after school hours there is plenty of wholesome recreation to keep the boys and girls busy.

Under these circumstances it is not surprising that more and more, and the present season in much larger numbers than ever before, parents are moving to Pacific Grove not only from adjacent towns in Monterey County, but from all over the State, that their children may enjoy the superior educational advantages here afforded.

PACIFIC GROVE IS A REAL FESTIVE CITY. MANY CONVENTIONS MEET HERE AND THE CIVIC CELEBRATIONS ATTRACT NUMEROUS PERSONS FROM FAR AND NEAR.

Pacific Grove has a permanent population of 3,500, and some of the most beautiful and artistic homes on the peninsula are located here. It is set on the rocky cliffs of the outer peninsula but is well sheltered by the woods that gave it its name.

This is one of the two places on the Pacific Coast where glass-bottom boats are used to give a glimpse of the wonderful life beneath the surface. These marine gardens are noted for their beauty, the clear waters along the coast giving a perfect view of the greatest of all aquariums.

One of the hotels, the Pacific Grove Hotel, is run in conjunction with Del Monte, under the same management. Besides there are scores of cottages to be had for the season, and the Del Mar Hotel.

One of the notable features is the Lantern Festival in July of each year, when land and water are lighted.

On Lovers' Point there is a large bath-house, besides a beach. This is not the only attraction.

CARMEL-BY-THE-SEA

Carmel-by-the-Sea is in the angle formed by two ranges of hills, one running in a generally easterly and westerly direction, forming the backbone

BEAUTIFUL HOMES OVERLOOKING OCEAN AND GROVEAT PACIFIC GROVE. IT HAS BEEN TRULY SAID THAT THIS IS ESSENTIALLY A HOME CITY.

CARMEL-BY-THE-SEA WHERE GENIUS HOLDS FORTH. THIS BEAUTIFUL SECTION, WHICH FIRST ATTRACTED JUNIPERO SERRA, NOW LURES THOSE WHO LOVE NATURE AND HER WORKS OF ART.

of the Monterey peninsula, and the other at right angles to it, forming the natural barrier between the Carmel Bay and the Carmel River territories. In this angle has grown a forest of pines, not insignificant striplings, but substantial forest trees. Immediately back of the town, along Carmel River, is a valley thirty miles long of rich alluvial soil. The width varies from one-half mile to two miles.

To the west is the ocean, the water of which is never colder than fifty-five degrees nor hotter than sixty-five degrees. The long strip of thirty miles of alluvial soil in the valley acts as an equalizing factor by furnishing currents of warmer or cooler air whenever the land and ocean temperatures differ. For that reason Carmel's temperature is never twenty degrees lower nor higher than the ocean's temperature, varying between forty degrees and eighty-five degrees as extremes.

Over sixty per cent of the residents of the town are devoting their lives to work connected with the aesthetic arts, as broadly defined. College professors, artists, writers, poets, and professional men find the surroundings conducive to their best work. The Arts and Crafts Club, the Free Library, the Town Hall, the Gentlemen's Social Club, the Ceramic Club all show an unusual public interest in worthy purposes.

SUCH A STRETCH OF BEACH AT CARMEL-BY-THE-SEA! IN SUMMER IT IS BEAUTIFULLY CALM AND IN WINTER THE POUNDING OF THE CEASELESS SURF IS MUSIC TO THE EAR.

PINE INN, A NOTEWORTHY RESORT AT CARMEL-BY-THE-SEA AND (BELOW) A GLIMPSE OF THE BAY FROM THE CITY ITSELF.

Facilities for enjoyment are numerous, including a bath-house, public tennis courts, bowling alleys, a golf course, a magnificent library of two thousand volumes, and miles of excellent walks through scenic wonders.

The Forest theatre has won a notable place in a few years since its foundation. The theatre is in the open, on a wooded hillside, the slope of which forms the auditorium and the trees—the distinctive trees of the peninsula—are the scenery.

The Mission of Carmelo is at the foot of the town. One of the best preserved of old California missions, it holds the richly embroidered robes of Junipero Serra, founder of the missions of this State, and here marks the final resting place of that noted man.

Near Carmel is the Carnegie Botanical Institute, one of the foremost institutions of its kind in America.

Carmel Valley is growing some of the finest apples ever exhibited, and there are scattered throughout the Carmel foothills cherry and peach orchards and several small vineyards, evidence that all the interior land needs is thrifty culture to make it support many thousand persons.

No saloons are permitted in Carmel.

HOTEL DEL MONTE

Hotel Del Monte is one of California's famous resorts. It lies east of Monterey. The building is of Swiss architecture, being shaped like an E. Fire-proof arcades connect the main structure and the annexes. The dining room in the plaza has a capacity of 750, and the hotel has over 500 rooms.

The 125 acres of lawns and flower-beds are the result of a quarter of a century of landscape-gardening. Examples of all the principal trees of the Pacific Coast are planted here, and a similar feature is the Arizona cactus garden. The greenhouses are extensive. The hotel grounds contain 1,366 varieties of plant life, including seventy-eight varieties of coniferous trees, 210 of evergreen trees and shrubs, and sixty-three varieties of cacti, 285 of herbaceous plants and ninety kinds of roses.

The maze at Hampton Court has its replica close by in the big rose garden of the Del Monte grounds.

Within five minutes' walk from the hotel is a full, professional eighteen-hole golf course, all grass greens. The distance around is over 6,000 yards, over rolling ground beneath live-oaks. There are several bitumen tennis courts, on which the championship games of the Pacific Coast are played, and there are polo grounds, and fields for croquet, archery and quoits, as well as a bowling green and a clock golf course. The many miles of roads in the vicinity are noted among motorists and horsemen. At the Del Monte bath-house the tiled tank is filled with warm salt water, and here are a long sandy beach and a pleasure pier.

Back of the hotel is a forest reserve embracing 10,000 acres.

EAST MONTEREY, THE NEW DISTRICT

East Monterey comprises all that beautiful residential section of the Monterey Peninsula lying east of Monterey City and embraces the many subdivisions designated as follows: Del Monte Hotel, with its world-famous gardens, bathing pavilion and golf links; Villa Del Monte; Del Monte Grove; Seaside; Vista Del Rey; Vista Del Mar; the Hot Springs; Del Monte Heights; Del Rey Colony tract.

This section has several miles of water frontage on the Bay of Monterey and embraces many thousands of acres of rich black sandy loam in which fruits, flowers, vegetables and tobacco grow luxuriantly. Rolling hills, covered with acre upon acre of pine and live-oak trees, afford the most beautiful residential sites to be found on the shores of Monterey Bay.

THE HOTEL DEL MONTE, FAMOUS THROUGHOUT THE WORLD AS ONE OF CALIFORNIA'S FINEST RESORTS, IS IN MONTEREY COUNTY, WHICH IS PROOF OF THE EXCEPTIONAL CLIMATE OF THE MONTEREY COUNTRY. THIS HOTEL IS KNOWN FAR AND WIDE AS ONE OF THE WORLD'S BEST.

EAST MONTEREY IS RAPIDLY BECOMING A SECTION OF ATTRACTIVE HOMES. IT IS SITUATED JUST RIGHT, CLOSE TO THE METROPOLIS AND YET IN THE SOLITUDES OF THE COUNTRY.

Throughout this section there is an abundance of pure soft water to be obtained by pumping from an inexhaustible subterranean supply.

Land may be obtained in tracts from the size of a town lot to any number of acres desired, at very moderate prices.

A modern electric street-car system connects this entire section with Monterey and Pacific Grove. The Southern Pacific railway traverses the district and at Seaside maintains a station where all trains stop. Here there is also a postoffice, with several daily mails, stores, schools, churches, social and civic clubs.

In this vicinity may be seen the largest live-oak tree in the world.

A large lake—Laguna Granda—affords bathing and boating pleasures.

This is a matchless section for the pleasure-seeker or for the business man in search of ideal situation.

PEBBLE BEACH

Pebble Beach, facing Carmel Bay, is on Seventeen-mile Drive, five miles from Monterey and Pacific Grove. Pebble Beach Lodge, built by the Pacific Improvement Company for assembly purposes, is operated as an adjunct of Del Monte. A park along the edge of the beach gives all residents free access to the shore. Pebble Beach has been divided into home sites.

GREY EAGLE TERRACE IN EAST MONTEREY WHERE JADED CITY FOLK MAY FIND NATURE IN ALL HER BEAUTY AND WHERE THE LONG-SOUGHT FOR PLACE MAY BE FOUND.

TASSAJARA HOT SPRINGS IS ONE OF MONTEREY'S ATTRACTIVE SUMMER RESORTS, IDEALLY SITUATED AND EASILY REACHED BY MODERN CONVEYANCES.

OTHER RESORTS

Away from Monterey peninsula there are other resorts of note, on the coast and in the hills.

Tassajara Hot Springs.

The Tassajara Hot Springs are situated at the headwaters of the Carmel River. There are more than twenty springs, some in rocky hillsides and others bubbling up with a temperature of 160 degrees in the Arroyo Seco. The great heat indicates that the source is far underground, and it is said that the springs contain radium in solution.

Containing sulphur, sodium, magnesia, iron, phosphates and other minerals, these springs have been declared by a government expert the equal of those of Arkansas and of some European springs.

Their medicinal value was discovered by the Indians; there is still to be seen a rude tub carved out of rock by the Indians.

Tassajara, famous among California resorts, is splendidly situated in wild coast hills.

ESPECIAL CARE HAS BEEN TAKEN WITH THE WATER SUPPLY OF THE ENTIRE PENINSULA, AS WILL BE SEEN BY THE PHOTOGRAPH OF THE GREAT RESERVOIR.

THERE ARE EXCELLENT HOTELS IN ALL SECTIONS OF THE COUNTY. THE LITTLE VALLEY OF JOLON HAS AN EXCELLENT HOSTELRY.

The climate is mild, equable, and without fog. There are four large trout streams nearby, deer are found in the hills, and the mountains have been stocked with wild turkeys.

This resort is connected by stage with Salinas and Monterey City.

Paraiso Hot Springs.

Near the ruins of Soledad Mission is Paraiso Hot Springs, a resort tucked away in a canyon well up on the side of the hills flanking the Salinas Valley on the west. It is five miles from Soledad, with which connections are made by auto stage. The history of the resort dates back to 1791, when twenty acres embracing the springs were granted to the Mission fathers. The padres gave the spot the name of Eternal Paradise. The soda, sulphur and iron springs, lying at an elevation of 1,400 feet, were used by the fathers.

Slate's Hot Springs.

Slate's Hot Springs are on the ocean, about twenty-five miles south of Monterey. Here twenty-five mineral springs rise so near the Pacific that guests need no cold shower, but step from the sulphur steam room to the ocean. The springs, sulphur, salt and iron, have temperatures from 110 to 160 degrees. This resort is surrounded by a game preserve of 4,500 acres.

POINT LOBOS. IS IT ANY WONDERTHAT THE ARTIST JOURNEYS FAR TO PAINT SUCH PICTURES AS THESE OR THE POET TO SIT AND DREAM AND SING OF LOVE?

A National Monument.

Vancouver's Pinnacles, on the eastern line of the county, a few miles from Soledad, form one of the noted sights of the State. In this region the volcanic mountains have been cleft into domes and turrets, many of whose walls are 500 feet high. The region embraces ten square miles.

Here 2,080 acres have been set aside by the President as one of the four national monuments of California.

TRANSPORTATION

The Southern Pacific Coast Line, from San Francisco to Los Angeles, is the principal means of transportation in the Salinas Valley. This road which gives the shippers of Monterey County direct connection with allied railways throughout the nation also serves the Monterey peninsula, a branch, running from Del Monte Junction, having its terminal at Pacific Grove.

The Pajaro Valley Consolidated Railroad Company operates a fifty-four-mile system, running from Watsonville to Spreckels. Roughly forming a semicircle, the line touches Moss Landing. Branches connect Spreckels with Buena Vista, Salinas and Alisal. This railroad transports a large portion of the sugar-beets from the fields to the sugar mill, and besides a regular passenger train service, it operates a motor car service.

The Stone Canyon Railroad, twenty-six miles long, has for its western terminal McKay, which is just below the county line, but most of the line is operated in Monterey County. The line taps the Stone Canyon coal fields.

The projected railroad from Fresno and Coalinga to Monterey has long been desirable, and must prove beneficial to all San Joaquin Valley points as well as to Monterey County. The line from Fresno to Pacific Grove has been surveyed, and it is the earnest hope of citizens of Monterey County that construction may be begun before the opening of the Panama Canal to traffic.

Monterey is the only port of call on the Pacific Coast for ships of the British Navy.

In addition to its excellent rail service, the boast of Monterey County is excellent public highways. There are more than 1,550 miles of fine roads. The Board of Supervisors of Monterey County has adopted the policy of building permanent highways, and each member takes especial pride in the district under his supervision, making the very most of every dollar appropriated for such purpose. Monterey County is popular with motorists.

EXCELLENT SCHOOLS

Monterey County justly is proud of its schools, which are maintained in the very highest efficiency.

The Monterey County High School at Monterey is accredited to both the University of California and Leland Stanford Jr. University. It makes the academic course the main feature, and as special features it offers a strong commercial course, two years of domestic science and two years of manual training. The domestic science department occupies the right wing and the manual training department the extreme left, while the commercial course is given in the main building at the left of the entrance. The assembly hall and library occupy the central portion at the rear of the court. The laboratories and lecture room adjoin the assembly hall. The building is of reinforced concrete.

The County High School at King City serves all of southern Monterey County. The grounds of the magnificent school, completed in 1911, comprise eight acres. The school is strongly vocational in character, with the agriculture feature predominating. The courses given lead to commercial branches, agriculture, mechanics and architecture, domestic science, the normal school and the various university courses. A circular concerning the courses given will be sent upon application to the principal of the school.

RICH IN MINERALS

Monterey County is rich in minerals, there being produced asphalt, brick, coal, glass sand, gold, gypsum, infusorial earth, lime, limestone, macadam, mineral water, quicksilver, rubble, silver and gold.

The Los Burros district, twenty miles south of Jolon, in the southwest part of the county and on the coast, was one of the earliest producers of precious metals in California, being worked before the coming of the white man, and the Mission fathers also took out much wealth with the aid of the crude methods then in vogue. Considerable good ore is still taken out.

One of the largest coal deposits in the West is that owned by the Stone Canyon Coal Company, and connected with the main line of the Southern Pacific by the Stone Canyon Railroad. Situated twenty-five miles from King City, the mine embraces 2,500 acres, containing a sub-bituminous seam twelve to sixteen feet wide. Much coal has been developed in this mine.

One of the most important pipe lines operated in California is that of the Associated Transportation Company, which runs from Coalinga, in the San Joaquin Valley, to Monterey, following one of the shortest possible routes from the interior of the State to the sea. The line is 110 miles long and has a capacity of 12,000 barrels a day, and the oil it carries adds 500,000 tons annually to the freight shipments of Monterey.

An average of fifty tons of gypsum are shipped daily from King City, the supply coming from a large mine twelve miles northeast.

Sand is shipped in large quantities from the shores of Monterey Bay, one plant handling more than 100,000 tons annually.

A salt works near Moss Landing turns out 2,000 tons a year.

POWER AND MANUFACTURING

There is ample power for the farmer and the manufacturer. Every section of the county is supplied, the principal company being the Coast Valleys Gas & Electric Company, generating its power at Monterey, and transmitting it over miles of lines to various sections in the county.

This, coupled with the fact that oil is to be had for fuel, makes ideal conditions for the manufacturer. While there are about thirty-six plants now in operation there is a fine field for fruit and vegetable canneries and packing-houses, a starch factory and other plants.

IN CONCLUSION

In this booklet it has been the aim to direct attention to the advantages and opportunities in Monterey County for homeseekers. The picture has not been overdrawn. It is all true. The hope is that this publication may induce further settlement, for there is a vast amount of territory awaiting development. Here one may retire in peace and contentment to a home shaded by the pines of a forest, protected by majestic hills, and warmed by the summer sun. Or, seeking to build a home on a farm, the problem is here solved readily, for Monterey possesses the growing climate, the growing soil, and her communities are possessed with the growing spirit.

There are numerous organizations in Monterey County that will gladly furnish you with additional information. A card to the Chamber of Commerce at Salinas, the Monterey Chamber of Commerce at Monterey, the Pacific Grove Board of Trade at Pacific Grove, the King City Chamber of Commerce at King City, the Greenfield Grange at Greenfield, and the Pajaro Board of Trade at Pajaro will bring you a prompt reply.

This booklet is issued by the Monterey County Board of Supervisors.

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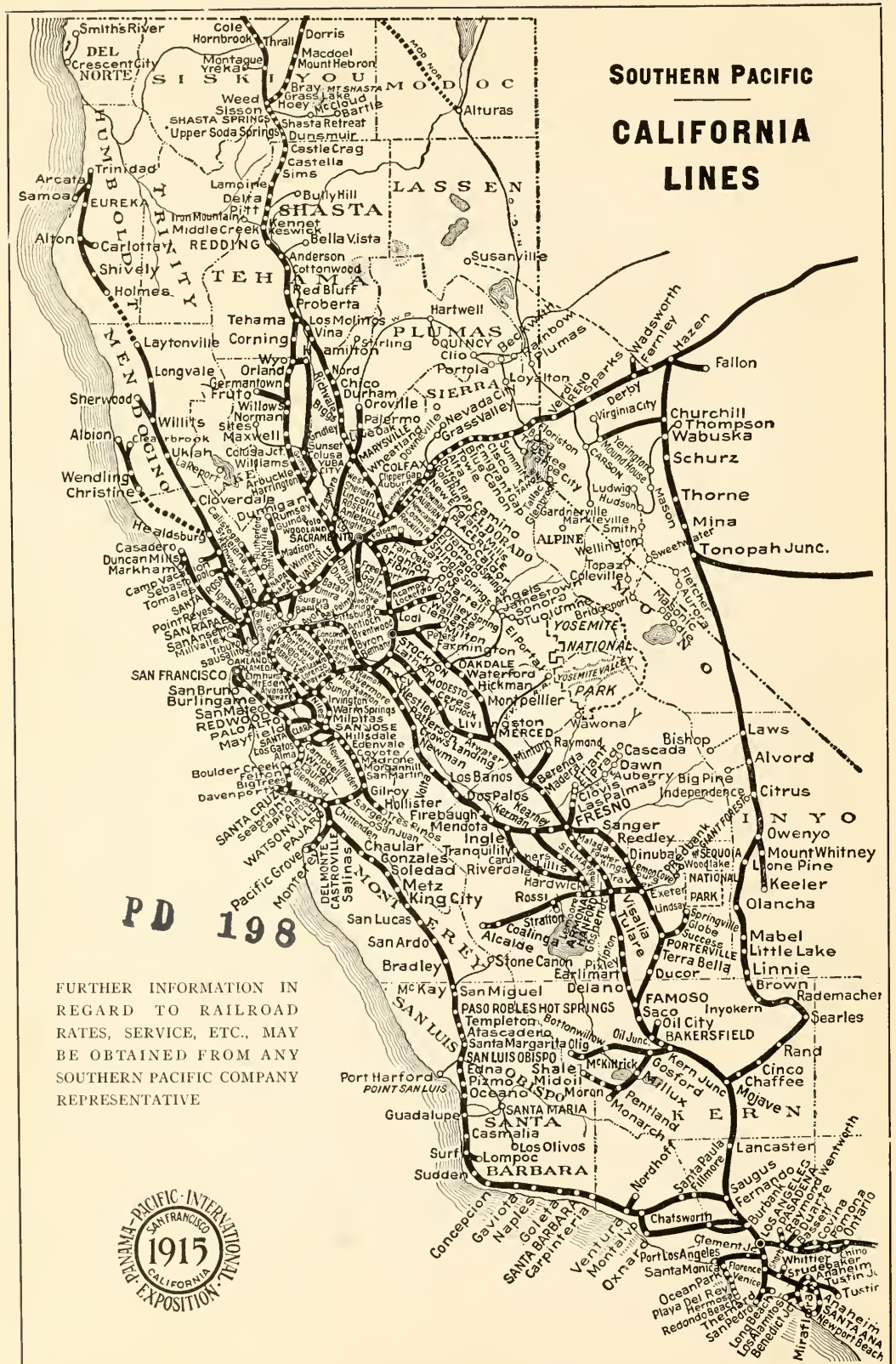
H. E. ABBOTT	No. 2	Salinas
PAUL TALBOTT	No. 3	King City
WILLIAM P. CASEY (Chairman)	No. 4	San Lucas
JOHN L. D. ROBERTS	No. 5	Seaside (Monterey)

T. P. JOY, CLERK, Salinas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